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PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



Vol. CXXXV, No. 13 NEW YORK, JUNE 24, 1926

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B. A. I. S. 1912 with
N. W. Ayer & Son

Res Gestae

THE gentry of the law business mean "the facts in the case" when they say "res gestae." Referring to our client, The Hygienic Products Company, we mean "selling Sani-Flush all over the earth."

This necessary and useful product came to us in 1912. We advertised Sani-Flush by giving its "res gestae." The business grew. It now is used daily in hundreds of thousands of homes in America and England. More "res gestae." The advertising has helped this product resist competition and hold its market. Still more "res gestae."

More cans of Sani-Flush keep on being sold every year. We keep on advertising Sani-Flush by giving the facts . . . telling its uses in short, terse terms . . . putting the copy in such a list of consumer publications that virtually everyone everywhere sees it.

"A successful business," you will say. Sani-Flush has paid out most gratifyingly. Those are the "res gestae"!

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO





The advertising of the Chateau Frontenac is notable for its *interrupting* background—the romance of Quebec—and for a copy style as charming in its manner as in its message. This advertising, based upon the Interrupting Idea principle, is prepared for Canadian Pacific by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXV

NEW YORK, JUNE 24, 1926

No. 13

Advertisers' Fright

Fear of This, That and the Other Thing Is Usually Responsible for the Lack of Naturalness, Spontaneity, Humor and General Relaxation in Advertising

By Ray Giles

OVER a year ago, a young chap came in to see me about a position. His experience made him interesting. He had worked with one company whose advertising was of particular interest to me. As they were competitors of an advertiser with whom I had been working for a good many years, I dragged out my well-worn suction pump and began to work it in an effort to draw out what information I could.

I said: "Three years ago you hit on a mighty clever copy approach. I don't think it was entirely sound, but it looked like something that would work. I noticed last year that you made an abrupt change in copy style. Now you are saying just about the same things that are printed by everyone else in that field."

Then I took a chance, or maybe it wasn't much of a chance at that. I went on, rather learnedly, "When the change came I felt that I could almost see what had happened. The old advertising was spectacular. We all sat up when we saw it. You had us worried. Everyone noticed it. At the end of two years, however, I'll wager that someone said, 'Haven't we had about enough of this kind of advertising? The public must be tired of it by now. We ought to change to something else.'"

It was hardly fair to go on in this way, the odds were so much in my favor. The young fellow

smiled and said that my divining powers were evidently at their apex. That was exactly what had happened. And the same thing is happening every day, as thousands of advertising men and women can testify.

When Molars Chatter:

It is entirely fair to say that one of the biggest obstacles in the way of still better advertising is Advertisers' Fright. This malady assumes many forms. We have all met it at one time or another. We have all given in to it, too. It makes our advertising too tame at one time and too wild at another. It may take out telling words to-day and insert desperate and unbelievable ones tomorrow. It makes some advertising too serious and other advertising too light. It causes us sometimes to write too much for applause from our fellow practitioners and too little for the truly typical consumer person.

Have you ever, for instance, struggled with the Fear of Big Words. Somebody says, "Ordinary people won't understand that word." You have to agree that it's true. And yet there is no other word that can serve as a perfect substitute. Such is the context that the word almost explains itself. But the objector persists. You give in. The logic is all on the other side even though your feeling persists that the effectiveness is hurt when the word goes out.

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Well, now, would you dare to use words like these in your advertising copy? Molecular cluster. Lexicographer. Surtout. Cosmic. Nucleolus of the Cytula. Transmigration. Gamut. Sententiously.

Of course not. The well-known morons wouldn't know what you were talking about. However, those words are all taken from editorials written for daily newspapers by Arthur Brisbane.

Over and over in some of the periodicals having circulations of a million upwards, you will find words which the average person is not supposed to understand. Word-fright is one of the simpler fears which leaves its disfigurements on many a good piece of advertising copy.

Fact-Shy:

As we rode home, a friend recently asked me, "Why is it that the automobile salesmen tell you many more interesting facts about their cars than you can ever find in their advertising?" I didn't know. The same question has come up in my own mind. The last time I bought a car, I talked with salesmen for four different makes. I learned more in a few moments' talk with them than dozens of their advertisements had told me. Why?

Is there such a thing as Fact-Fright? Yes; there is. Sometimes it's justifiable, as in a case where the fact is so startling that it actually sounds untrue. But that can't be what holds so many manufacturers back from stating more really interesting facts in their advertising. Sometimes it's plain fear of long copy. But that is a subject by itself. Sometimes it is felt that more than one or two points in a piece of copy tend to confuse the reader, regardless of the fact that the same man or woman will absorb a whole mess of information when it is given him or her by some salesperson.

Repetition Fright:

Another fright that mars the success record of many an advertising campaign is the fear of repetition. "We've said practically the same thing in three advertisements; now isn't it time to change?

People will tire of reading the same thing." Such remarks are not so commonly made today as they were ten years ago.

One product I know of was generally misunderstood. For years, the manufacturer had devoted an occasional large advertisement to an attempt to explain away the matter. This accomplished nothing. Then a single short paragraph was formulated. It contained only three sentences. This paragraph, for corrective purposes, was used in every advertisement in an entire year's campaign. At the end of that time, the skies were practically clear of the misunderstanding. The repetition of the brief, incidental paragraph had accomplished more than the occasional advertisements which had been devoted to the entire subject.

IS RESTRAINT DANGEROUS?

The "Purest" and "Best" School of Advertising—the writer who reels off long strings of superlatives—is becoming rarer, too. But there is still a kind of fright in advertising which believes that restraint is dangerous. In our mind's eye, we can see gentlemen of this school sitting about a table as some advertising man submits a slogan, "Ivory Soap—99 44/100% Pure."

Asks Whiskers: "Do you think we should admit that there is any trace of impurity in our product?"

Says Brown-Suit: "Won't that make them wonder what the other 56/100% is instead of impressing them with the remarkable degree of purity which we have secured?"

Says Gray-Spats: "I think myself that we ought to put our best foot forward in the advertising rather than raise doubts in the customer's mind."

Then there is fear of the informal touch in advertising. How many advertisers of a high-price commodity like jewelry would be willing to advertise, as did Udall & Ballou:

"No one is obliged to wear jewelry. It neither covers nor warms. Its only reason for being is beauty. Therefore, jewelry should be superlatively fine, and lovely; designed with an artist's



CALIFORNIA CANNED *Asparagus*

DAINTY refreshing summer dishes made better and more easily with California Canned Asparagus. Lazy hot weather appetites—quickened when this delicacy graces the table.

In cold weather too—no matter what the occasion—any meal lifted above the com-

monplace — by asparagus, the aristocrat of vegetables.

This is a part of the story being told to the housewives of America through advertising we are directing for the Cannery League of California—Asparagus Section—a new McCann Company client.

THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES



SAN FRANCISCO
MONTREAL

DENVER
TORONTO

zeal, made with a craftsman's devotion."

Afraid of Controversy:

One manufacturer for years was urged to advertise certain important facts about his product. He felt that it would only start a controversy. If he told about the radical points of difference which characterized his goods, he believed that competitors might answer by telling their side of the story. In this case, all experts in the field agreed that our hero was on the right track and that the others had the weak side.

Finally, he consented to let the precious facts appear in his copy. Soon came the thunder of answering cannons from the camps of others. Sure enough, the controversy was under way. But like all good controversies it focused large wads of attention on the participants. The advertiser got more attention than ever before. With this came sales increases which he had hardly dared to hope for. His advertising had at last taken on a real news flavor.

There are times when flat-footed controversial copy is the very best kind to run. Advertising can bring such issues to a head rapidly and effectively. It may thus quickly end opposition which otherwise might smoulder and harass the man in the right for years.

This fear of controversial, competitive copy, or imaginary opponents shows up sometimes in an opposite form. It is the fear of differing in any marked degree from the advertising styles of the leading competitors. Thus, all hat advertisers show big pictures of hats on tables or on men's heads. So, declares the newcomer, that must be the best way to advertise hats. The fact that all the others are doing it is ample proof. The new hat manufacturer is afraid to depart from what experience seems to have proved to be the best style of advertising for that commodity.

Thus in many lines, well-defined styles of advertising are adopted by most houses. We see it in shoe advertising, in candy advertising, in tool advertising, in automobile advertising, in many other fields.

A more sensible fear would often be the fear of being *like* one's competitors, rather than *unlike* them. For while red may be the color which most easily engages attention, when every store on the block flashes a red sign over the door, a blue sign among them is sure to stand out by contrast.

Art Frights, Too:

When you analyze the matter further the fears which harm advertising nearly all relate to extremes. For example, the copy is said to be too long or too short. Or the name display is too large or too small. Or the tone of the entire advertisement is too light or too dark.

It may be a fairly common impression that pictures can't be too grand or too slicked up to suit the advertising art director. In my experience, over and over, art directors and their right-hand "visualizers" have asked, "Why can't we reproduce direct from these rough sketches? A 'finished' picture will never have such spontaneity." And so, prominent among the art frights which beset advertising is the fear of not having the art finished enough. Sometimes, fear of the plate maker and mat maker enters into such situations. The drawing may be made more with those gentlemen in mind than for the consumer whom we hope to influence.

At all events, every advertising man who has been long at the work knows that many a finished piece of art has lost a great deal over the rough layout sketch which set its pattern. Perhaps as we give up some of this fear of rough work we will more commonly put spontaneity before polish.

In his book, "The Art Spirit," Robert Henri remarks, "People say 'it is only a sketch.' It takes the genius of a real artist to make a good sketch—to express the most important things in life—the fairness of a face—to represent air and light and to do it all with such simple short-hand means. Pictures that have had months of labor expended on them may be more incomplete than a sketch."

And elsewhere: "I am quite sure many a gold chair has been hauled

When you buy
circulation in
Brooklyn, buy
as of today.

The Standard
Union now sells
over 80,000 Daily
and Sunday.

R. G. R. Hutchinson
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

in because the artist has failed to get distinction and richness in the mien of the sitter, and he counts on the chair to supply the deficiency. But a cocked hat won't make a general."

But, of course, there is such a thing as Art Fright that keeps out the fancy, swell-elegant painting when actually it will sell more goods.

In one case, Art Fright pretty nearly ruined a business which had long been operating in the toilet goods field. The kindly, old-fashioned man who ran it based his pattern of feminine beauty on the simple country girls he had known in his twenties. When pictures were presented to him for approval, he had a way of saying, "I don't think that girl is quite as wholesome as we want to see in our advertisements." It was argued that the ladies who appeared in his advertising should first of all be smart, not wholesome. But to the day when he sold out the business he would never allow his messages in print to picture a lass who wasn't first of all "wholesome." Flip, pert girls now accompany the advertisements for that product and sales are decidedly on the up.

The fear of what the public will think of our pictures when they get into print certainly results in too many dead-level faces in the advertising section.

Purely Personal:

"We have cut down the number of executives who approve our copy," said an advertising manager the other day, "because it seemed to subtract, rather than add to its value to have six different people making alterations." When several people criticize copy it sometimes means that the fear handicaps are multiplied to equal the number of humans involved. "Better take that out, the trade might misunderstand it." "Would you mind avoiding contractions—it seems to me as though 'is not' is much stronger than 'isn't.'" "Isn't the general approach a bit radical?"

A great deal of advertisers' fright can be traced straight back to fear of what other persons will

say or think about our advertisements. Thus:

Fear of what the directors may think.

Fear of what the advertising profession may say.

Fear of something a jobber may misinterpret.

Fear of adverse criticisms from our own sales force.

Fear of competitive salesmen who may use our pet talking points in some way against us.

Fear of an expressive colloquialism or two.

Fear of technical language.

Fear of subordinating the name display to the text itself.

Fear of—oh, go on, write down some yourself!

At all events, it is these fears which explain the frequent lack of naturalness, spontaneity, humor, and general relaxation in advertising. In the anxiety to get power, pep, and punch in utterly unnatural proportions to fight a mythically strong competitor, advertisers' fright comes along and steals the very qualities which can give advertising real power to win and hold customers.

Western Company Appoints Mitchell-Faust

The Western Company, Chicago, manufacturer of the Dr. West toothbrush and Gainsborough hair nets and powder puffs, has appointed the Mitchell-Faust Advertising Company, Chicago, to direct its advertising account.

Daryl Chatard, sales manager of the Western Company, tells *PRINTERS' INK* that no change in policy is contemplated. Magazines, trade publications, newspapers and outdoor advertising will continue to be used.

Squibb Cod Liver Oil Account for Chicago Agency

E. R. Squibb & Sons, New York, have appointed William Douglas McAdams, Chicago advertising agent, to handle the advertising of Squibbs' cod liver oil. This appointment is in addition to the advertising of Squibbs products which continues to be handled by N. W. Ayer & Son.

Macaroni Account for Yost Agency

V. Viviano & Bro. Macaroni Mfg. Company, St. Louis, has appointed the Yost Advertising Company, of that city to direct its advertising. Newspapers will be used.

Cars that rust in peace in the grave yards behind Repair Shops

THEY meet in a pathetic group, with weeds poking through their wheels and pillars of decay rose over their broken-down bones. You've seen them many times, these cars that have made their last trip. Has it ever occurred to you that most of them are rusted in the collision zone that is waged in a minute between deadly heat and friction—and moment—

The way your motor operates today depends on how well its momentary fought heat and friction peacefully—and last week—and a month ago.

Why many motorists fail

When a motorist goes into a shop it is no longer the cool, gleaming liquid that you see poured into your crankcase. Only a thin film of the oil actually holds the fighting line. This film covers all the vital parts of the motor and comes between all the whirling, flying metal surfaces. As long as this protective film remains unbroken, the motor is safeguarded from destructive heat and friction.

But the old film itself is subjected to terrific punishment. It must withstand the bitter heat of burning, scorching back—and scoring, grinding friction.

Because when ordinary motor oil fails, the film, under the very fast pistons, breaks,

and burns. Through the broken, charred the vital parts of the motor are exposed. Hot, ungreased surfaces chafe against each other. Wobbling heat melts the air mass. Instantaneous flames begin to work of destruction.

Then, before you even leave your motor off but too late, you have a great power, a second explosion or a burned-out burning. And you find

yourself paying big bills to the mechanic who repairs the damage.

The "film of protection" that does you fail

Behind the whole scene of motor motor lubrication lies the protective oil film, Tide Water Lubrication keeps you in working order with these two oil films. They make back-to-back and back-to-back of lubrication opportunities and come. Finally they perform, in Veedol, an oil that offers the motor treatment to deadly heat and friction, do all which gives the "film of protection"—the "film of protection" for every part of your car.

In the burning furnace, we stress you knowing that the Veedol "film of protection" is a motor's most valuable defense. They rub, they do the fine scoring and black Veedol signs and form your crankcase cleaned and refilled with the constant Veedol oil for your particular motor that is designed on a chart, the Veedol Motor Protection Guide, which the dealer has. Or, better still, let the dealer give you complete Veedol lubrication—the "film of protection" for every part of your car.

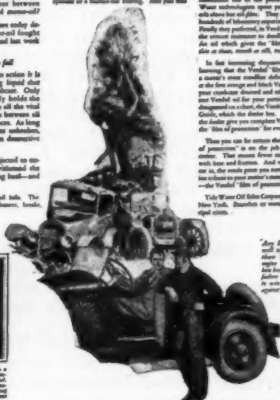
Then you can be certain that the fighting "film of protection" is on the job safeguarding your motor. That means fewer accidents in the way with heat and friction. And when you have your car, the motor parts you motor will be a genuine witness to your motor's most valuable defense—the "film of protection."

Tide Water Oil Sales Corporation, 11 Broadway, New York. Dealership or write to all parts of the world.

Any dealer representative will tell you that more than 75% of all the motor repairs that have been made by the failure of motor material is due to motor parts that have not been properly lubricated.



Veedol is over seven times as thick as ordinary motor oil. It is the only oil that will stand up to the heat of the motor and the friction of the motor parts. It is the only oil that will stand up to the heat of the motor and the friction of the motor parts.



An advertisement prepared for the Tide Water Oil Sales Corporation

Facts need never be dull

THE MAN in the street isn't interested in the life of Shelley. But call it "Ariel", write it as a love story and you have — a best seller. . . The man in the street doesn't give a thought to bacteriologists. But call them "Microbe Hunters", make them adventurers, and you have — a best seller. . . The man in the car doesn't think about motor oil. But call it the "Film of Protection", write it as a war story, and you have — a best seller. Joseph Richards Company, 249 Park Avenue, New York City.

RICHARDS

FACTS FIRST ~ ~ ~ THEN ADVERTISING

How Franklin Automobile Sales Quotas Are Set

This System Gives the Franklin Automobile Company the Maximum Results at a Minimum Expense

By S. E. Ackerman

Sales Manager, Franklin Automobile Company

THERE are probably many systems of establishing sales quotas more elaborate than that outlined below, but this plan, in our estimation, gives us the maximum results at a minimum expense, and that, after all, is the thing we want.

Our first step is to obtain the total number of prospects for automobiles in the United States in what we term the "fine-car class" or the national fine-car market potential. These registrations are available through the regular service channels.

In studying the problem from the angle of taxable incomes reported, we found that in some districts there were many people who could afford to buy fine cars who did not. Other districts showed more fine cars registered than large incomes reported. From this, we believe that the habit of buying fine cars is just as important from a sales viewpoint as the ability to buy them. We use the average of income tax returns of \$5,000 or over, together with the total fine-car registrations.

As a practical example of how this national fine-car market potential is obtained, let us consider the State of Anywhere. Here there is a total of 3,237 people who are paying on an income of over \$5,000 and a total of 2,954 fine-car registrations. These added together give us a total of 6,191 and divided by two give us an average of 3,095, which we use as the potential for this State. The corresponding figure for the entire United States is 572,457. The fine-car market potential for any county or State divided by the national fine-car market potential gives the percentage that the territory bears to the entire country.

This figure we call the fine-car market ratio.

If Franklin conditions were the same throughout the country, the application of this ratio of any territory to our yearly production would give the proper allotment of Franklin cars for that territory.

However, this is not a practical quota, because of the variations that are encountered in the different districts. Territories where the Franklin car is more popular, as shown by actual Franklin registrations, should have higher quotas, other factors being equal, than territories where Franklin business has not been so well developed.

REGISTRATION RATIO

We, therefore, leave the fine-car market ratio for a moment and determine the Franklin registration ratio, which is the per cent that the registered Franklins in any territory bear to the total registered Franklins in the United States. In the State of Anywhere, this would be 235 divided by 68,809 or .34 per cent. This figure cannot be used alone for our ideal quota, because it takes into account only what has been done with Franklins and ignores the potential value of the territory as indicated by the fine-car market ratio.

The ideal quota should contain elements of both the fine-car market ratio and the Franklin registration ratio.

The percentage of Franklin repeat business averages very high. Hence, what has been done in the past should carry considerable weight when estimating what should be done in the future, particularly if we wish our ideal quota to be a figure that we can reasonably expect to be attained and not one that we merely hope

More Than One Half Million Wisconsin Readers Every Day

Another Record Breaking Month!

AFTER breaking all previous records in April, 1926, for the largest volume of paid advertising printed during a single month in any Milwaukee newspaper, The Milwaukee Journal again established a new volume record in May, printing 1,893,770 lines of paid advertising.

This is a gain of more than 175,000 lines over May, 1925. The morning and Sunday Milwaukee paper and the other evening paper both *lost* heavily.

National advertisers used 489,333 lines in The Milwaukee Journal—11 per cent more than in May, 1925. Each of the other two Milwaukee papers showed a *loss*.

Advertisers are concentrating in the *only* paper needed to thoroughly cover the rich Milwaukee-Wisconsin market—

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Read by More Than Four Out of Five Milwaukee Families

to see realized. We, therefore, give a weight of two to the Franklin registration ratio and a weight of one to the fine-car market ratio. Applying this weight to the figures for the State of Anywhere gives us:

Two times Franklin registration ratio (or .34 per cent) gives .68 per cent.

One times fine car market ratio (or .56 per cent) gives .56 per cent.

Sum equals .124 per cent, divided by three gives .41 per cent which is the figure we take as giving the most correct indication of what can be actually obtained from a territory. We call this figure the Franklin market ratio. Applying it to our yearly production gives the number of cars or quota for any territory. In the case of Anywhere and a yearly production of 12,000 cars, this would be .41 per cent of 12,000 or forty-nine cars, for that particular State.

After the potential Franklin market is determined for any dealership or territory in accordance with the above, we then proceed to establish a quota for each individual salesman in that particular dealership.

We grade salesmen into three classes. For instance, the Class A type is a man who can sell \$100,000 worth of merchandise during the year, which in our case approximates forty new Franklin automobiles.

The Class B type is a salesman who can sell approximately \$75,000 worth of merchandise or thirty new Franklin automobiles.

The Class C type is a salesman who can sell approximately \$50,000 worth of merchandise for the year or twenty-one new Franklin automobiles.

A careful analysis is made of the past records of the salesmen employed and they are graded according to their ability. If a given territory has a Franklin market potential of, say, 300 new Franklin cars each year, it means that the dealer has to have a selling organization composed of at least eight Class A salesmen capable of selling and delivering forty new Franklin cars apiece for the year. Or ten Class B salesmen capable of selling and delivering thirty new Franklin cars during the year. Or fifteen Class C salesmen capable of selling twenty-one new Franklin cars during the year.

A number of them have one or two Class A men with a Class B or few Class C men, so it can easily be figured out how many salesmen are required of each type to do his job.

Care must be taken in grading the salesmen. Their past performance, as to whether they are capable of selling \$10,000, \$75,000 or \$50,000 worth of merchandise, is the determining factor in what grade they should be placed. If a Class C salesman is given a Class A job to do, there is no good reason to expect that he will accomplish it, taking the average salesman into consideration. Therefore, if he is started in Class C and does a Class A job, both he and the dealer profit thereby. But, if he does only a Class C job, he is doing no more than was originally expected of him at the beginning of the year and has done his share of the quota for the territory.

The quotas are purposely set low. Several salesmen in our dealer organization throughout the country do sell more new cars than the minimum performance required of a Class A salesman. In fact, we have in our organization what is known as a Car-a-Week Club, an honorary organization to which a great number of our salesmen aspire for membership.

A registration of retail salesmen throughout the country selling Franklin automobiles is maintained at the home office at Syracuse and it is possible to tell at any time when a dealer's selling force is reduced below the limit allowable for him to reach his quota. This enables the sales department to get after that particular dealer immediately to build up an organization to meet his quota. Our quotas are figured right down to the individual man whether he be a salesman or a sub-dealer.

Trimm Radio Account for Kling-Gibson

The Trimm Radio Manufacturing Company, Chicago, manufacturer of radio accessories, has appointed the Kling-Gibson Company, advertising agency of that city, to direct its advertising account. A newspaper and business paper campaign is being planned.

New England's Second Largest Market

When Providence Gains You Gain

The 1925 report of the Providence Clearing House Association indicates that the total volume of business transacted in the territory in and around Providence exceeded in **every month** that of the corresponding month of 1924. The figures were

1925.....\$717,576,500

1924..... 621,855,500

Gain.....\$ 95,721,000

THE PROVIDENCE JOURNAL and THE EVENING BULLETIN

with a combined circulation of 105,000 plus, give you excellent coverage of the large part of this constantly growing market.

Providence Journal Company
Providence, R. I.

Representatives

Chas. H. Eddy Co.
Boston New York Chicago

R. J. Bidwell Co.
San Francisco Los Angeles Seattle

INTERESTING

FIRST
IN
CHICAGO

Chicago motorists get the news they want more
spotlighted, interesting, snappy—in The Daily Chicago
News. They get the advertising that will get certain
their interest—because The Daily News is read by ad-

THE CHICAGOAIL

Advertising REPRESENTATIVES
NEW YORK
Woodward
434 St.

NO - ISN'T IT?

That's the reaction of motorists to the automobile news, features and advertising in The Chicago Daily News.

Examples—

"Motor Sparks," by Rockwell Stephens, Automobile Editor.

Automotive Trade Notes.

Motor Camping Articles.

Motor Radio Photologue in the Photogravure Section—a pictorial touring guide with plotted routes to interesting points out of Chicago; amplified by a descriptive talk over WMAQ, Radio Station of The Chicago Daily News.

A New Feature—

Weekly Detroit Letter, by E. Y. Watson.

wants more automotive advertising than any
the Daily Chicago daily paper.
at which you certainly can profit by this keen reader
news post by advertising in

DAILY NEWS

YORK
Woodward
42d St.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
306 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
353 First National
Bank Bldg.



Making your Sales efforts

more profitable
in



WITH the exception of New York, Oklahoma has more Home Demonstration Agents working in your interest than any of the other ten states which ranked highest in 1925 crop values. Home Demonstration Agents are teachers and leaders who work with farm women, explaining the best way to cook, arrange the home, etc. The great amount of this work done in Oklahoma means that new buyers are constantly being created for your product in this market. To reach these buyers and to cut the cost of selling to them is the function of the Oklahoma Farmer-Stockman, Oklahoma's only farm paper.

State	Counties	Women Agents	Per Cent	Rank
New York . .	62	38	61	1st
Oklahoma . .	77	44	57	2nd
North Carolina . .	100	49	49	3rd
California . . .	58	22	38	4th
Texas	254	88	34	5th
Illinois	102	21	20.5	6th
Iowa	99	15	15	7th
Minnesota . . .	87	8	9	8th
Missouri	115	9	7.8	9th
Wisconsin . . .	71	1	1.4	10th

Carl Williams
Editor

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Advertising Clubs Accept Task of Educating Public

At Philadelphia Convention Decision Is Made to Teach People Economic Benefits of Advertising—Will Also Attempt to Draw Up Plan to Advertise Sesqui-Centennial

PRINTERS' INK's Convention
Headquarters, Philadelphia, Pa.,
Special by Wire, Monday Evening,
June 21

THE Associated Advertising Clubs of the World believes that its biggest job is to educate the public on the economic benefits of advertising. On the second day of its annual convention at Philadelphia it took upon itself the job of carrying on such a campaign. It believes that it is possible to show the public in a convincing manner that when advertising is properly done, distribution costs are lowered.

The decision to carry on such a campaign was made at a meeting of the National Commission of the association. This commission is made up of representatives of twenty-seven separate organizations such as the American Association of Advertising Agencies, Financial Advertisers Association, Newspaper Advertising Executives and Associated Business Papers, Inc.

The National Commission had discussed this problem at other meetings, but had taken no action on it. Along with the decision for action came the appointment of a committee of sixteen. E. D. Gibbs, advertising manager of the National Cash Register Company and a former president of the Associated Clubs, was appointed chairman of this committee by W. Frank McClure, chairman of the National Commission.

This education of the public on the economies of advertising is only one of two big jobs that the club movement has taken on itself since the opening of the convention. The other is to advertise Philadelphia's Sesqui-Centennial celebration. On the opening day of the convention, the mayor of the city, in his speech of welcome,

asked that the Associated Clubs suggest, if possible, an advertising plan that would bring fifty million people to the Philadelphia exposition. President Woodbridge, in his response to this speech of welcome, accepted the mayor's suggestion and announced that a committee headed by S. C. Dobbs, former president of the Coca-Cola Company and of the Associated Clubs, would undertake the planning of such a campaign immediately.

The number of delegates in attendance at the convention is at present estimated at about 2,500. When the convention was held at Philadelphia ten years ago, the attendance was in the neighborhood of 5,000, according to the recollection of Carl Hunt, a former general manager of the association. Until the London convention, the 1916 Philadelphia meeting held the attendance record. Of the foreign delegations, the French are the most prominent. It is evident from the addresses of several French delegates that France hopes to have the club movement hold its convention in Paris within the next few years.

Largely through the Poor Richard Club, an elaborate program of social entertainment has been laid out. A most unusual feature of this program was a parade and pageant on the second night of the convention.

The National Commission at its annual meeting re-elected W. Frank McClure as chairman, and reappointed R. A. Warfel as executive secretary. George M. Burbach, St. Louis *Post-Dispatch*, was re-elected vice chairman and E. H. Kittredge, of Hornblower & Weeks, was elected secretary.

On the second day of the convention, a number of speeches on advertising were made before a general session of the entire mem-

bership of the association. Foremost among these were those of Sir Henry Thornton, president of the Canadian National Railways, Edward S. Jordan, president of the Jordan Motor Car Company, and Bruce Barton, president of Barton, Durstine & Osborn, Inc.

Speaking on the subject "Agate Lines and Railway Lines," Sir Henry Thornton said that the agate line had played a large and useful part in the development of passenger business by the railways.

"This advertising," he said, "backed by service and the efforts of those salesmen employed by railroads, has made a race of travelers on this continent. It grew from a small beginning, step by step, but it proved its own value and this year the two great Canadian systems will expend approximately \$4,000,000 in advertising to induce travel."

Bruce Barton, speaking on the subject "What Is There Left for Advertising to Do?" urged the use of advertising as a means of eliminating the underlying causes of ill feeling toward America, which is prevalent, he asserted, in every foreign country.

He offered a resolution which

he suggested the Association consider for adoption to the effect that the United States Chamber of Commerce be asked to appoint a committee of its leaders to make a country-wide survey for the purpose of determining the causes underlying this ill-feeling and by the use of world-wide advertising to attempt to eliminate it. The resolution, officials said, will probably be submitted to the general session before the close of the convention.

"Advertising," Edward S. Jordan said, "is based on five fundamental family factors and points of view. Father thinks in terms of economy—the payroll—he has to produce the money. Mother thinks in terms of her children's opportunity; daughter thinks of social prestige and a happy marriage. The boy thinks of travel, speed, adventure, get up and go. That is true in every family.

"Then there is a pet in every family. It is a horse, a dog, a baby or a radio outfit, a talking machine, automobile, or something else in which they have pride of ownership. If you depart from these five fundamental appeals you are wasting your money."

Picked Up at the Convention

THE little boy at the circus, trying to watch all five rings at once, was no busier than the individual who tried to be in on everything which is taking place at the convention. There are so many departmentals, so many speakers, so many different meetings being held at the same time, that it is impossible to see and hear everything which is going on. The best that can be hoped for is to get a sort of running picture of the various events, picking up a little at this meeting, something else at another session, and then piecing it all together. But sprinting ability is called for.

Here are some of the tid-bits gathered by one who has not yet had time really to catch his breath.

Martin P. Rice, manager of ad-

vertising, publicity and broadcasting—quite a significant title—of the General Electric Company, referred to the broadcasting experiences of the New York Edison Company. He quoted vice-president Arthur Williams of Edison as saying: "We do not look upon broadcasting as an advertising medium but rather as an educational force and as a means of regaining, to some extent at least, the personal touch that was possible between the company and the customer in the early days." As we remember it, however, the personal touch of days gone by was not interfered with by static nor punctured with poorly disguised advertising messages.

* * *

"A great deal has been said

about 'you' in letters," remarked A. M. Candee, of the National Enameling & Stamping Company, before the Direct Mail Advertising Association.

"I have seen letters with so many 'yous' in them that it became almost obnoxious. It should be 'you' in attitude rather than in word." Judged by the letters sent out by certain concerns trying to make capital out of the convention, this is advice that could be well heeded in many quarters.

* * *

There are almost as many rules for good copy as there are definitions of advertising. A most interesting rule was given by I. R. Parsons, advertising director, New York *Telegram*, at the Associated Retail Advertising Departmental. Here it is: "First have a thought. Then put it into a few, plain, well-chosen words. Think much!"

* * *

Homer J. Buckley, president Buckley, Dement & Company, told the National Industrial Advertisers' Association how he answered the president of a large public utility who said that rates on third-class mail should be multiplied—"it would prevent all the junk from cluttering up his mail every morning."

"After he had concluded his remarks," said Mr. Buckley, "I reached into my pocket for a page article that I had clipped from PRINTERS' INK on the 'Growing Nuisance of Telephone Solicitation.' I asked him if, by the same token, telephone rates should not be multiplied to stop this infernal nuisance. He saw the point."

* * *

Another speaker referred to an article in the April, 1926, issue of PRINTERS' INK MONTHLY, by Roy Dickinson. The speaker was Leonard P. Fox, of the Pennsylvania State Chamber of Commerce, talking before the American Community Advertising Association. The article he referred to was entitled: "A Big Year for Community Advertising." Mr. Fox used the article to emphasize the growth of community advertising and said: "This shows a gratify-

ing record of progress but it is also a 'Stop! Look! and Listen!' warning for many towns. With the growing competition in community advertising, there is a corresponding need for more intensive preparation of copy and pointing it to desired objectives."

* * *

Bluefield is located on the Virginia-West Virginia State line. Until a couple of years ago, the Virginia side of the city was called Graham. Recently, the name was changed to Bluefield and a public celebration was arranged with an open-air wedding of a couple, one from the West Virginia side of the town and the other from the Virginia section. The Governors of both States attended. J. Kennard Johnson, manager of the Bay City, Michigan, Chamber of Commerce, who told the Community Advertising Association about this, said: "Not only did the news reels of all the makes play up the stunt but photos were issued by the news agencies and rotogravure sections in every big city in the United States."

Evidently, Mr. Johnson thinks this is good advertising. We wonder whether Bluefield is any larger or richer today as a result of this publicity scheme.

* * *

W. J. Chandler, advertising manager, Lehigh Portland Cement Company, told the National Industrial Advertisers' Association that three advertisements in periodicals during this spring, brought over 30,000 coupons and a total of \$2,600 in dimes. The copy featured a book on home building. Who said people don't reply to advertisements any more?

* * *

"The final test of a good advertisement," Robert Tinsman, president of the Federal Advertising Agency, told the Agency Departmental, "is in its answer to the questions: Will it sell? Will the salesmen use it?"

* * *

Newspaper space selling methods were thoroughly hauled over the coals before the Association of Newspaper Advertising Execu-

tives. Frank E. Tripp, general manager of the Gannett Newspapers, quoted an acquaintance as saying: "It happens that I have now seen representatives of all three papers in a certain city. I remember, above all things, the reasons which each advanced why I should *not* use the other two."

* * *

Per capita figures are usually just about the driest kind of statistics either to read or listen to. However, it was interesting to learn from the talk of Third Assistant Postmaster General Robert S. Regar before the Direct-Mail Advertising Association, that "the average per capita expenditure for postage has consistently increased until last year it amounted to \$4.69."

* * *

Edwin S. Friendly, business manager of the New York *Sun*, spoke on recent developments in retail newspaper advertising at a meeting of the Association of Newspaper Advertising Executives. He told how retail newspaper copy is becoming highly individualized. As an example of the potency of this modern individuality in retail advertising he told this story:

"An advertiser made a special announcement in a dependable paper, but the firm's name was accidentally left out. The advertiser was furious. The publisher readily

agreed to make proper amends. But personality and individuality were so pronounced that the sales from that unsigned advertisement exceeded the expectations of the advertiser."

* * *

The tremendous speed with which advertising creates popular acceptance for new inventions was brought out by Bruce Barton, president, Barton, Durstine & Osborn, Inc., at the general session. He said: "Elias Howe invented the sewing machine but he could not even get women to buy it. His life was a long tragedy of want. But the automobile, the radio, the iceless ice box, these are not condemned to stand idle for years, waiting a chance to render their service."

* * *

"A large scale insurance salesman once said to me: 'I don't go near a man until I know why he should be insured; but I do not leave him until *he* knows.'"

That remark, with only the name of the business changed to suit the user, could well be tacked on the walls of every sales office for all salesmen to read and take to heart. The incident was related by George H. Harris, supervisor of the Field Service Bureau of the Sun Life Assurance Company of Canada, before the Insurance Advertising Conference.

Sidelights of the Convention

When S. C. Dobbs Was a Coca-Cola Salesman

I RECALL a very striking instance in my experience as a Coca-Cola salesman. I approached a very popular uptown drug store in New York and solicited the use of his window for a week. He turned me down rather brusquely, with the remark that he could get \$25 per week for that window or he could put his own products in there. After considerable discussion and argument, I told him that

if he would give me the use of his window for a week, and if I was unable to increase his soda fountain profits that week more than he asked for the rental of the window, I would take out my stuff and pay him pro rata for the time occupied. It was a sporting proposition upon which he could not lose and it rather appealed to him, even though it caused him to break one of his rules.

I wanted to dress the window then and there but he declined and stated that the only way that he would let me use it was that I would have to come in after mid-

When you consider that a daily average of 533,169 copies of The Bulletin are being sold, that practically every copy reaches each of the 530,000 families in the Philadelphia retail trading area—then you realize the force of our slogan, "In Philadelphia nearly everybody reads The Bulletin"—it's a simple statement of fact.



Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other Philadelphia newspaper and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)

Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard

San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

(Copyright 1926, Bulletin Company)

ADVERTISING LEADERSHIP

FOR 12 CONSECUTIVE YEARS

The New York Evening Journal has led all New York evening newspapers in volume of advertising printed for 12 consecutive years

During the first five months of 1926, the New York Evening Journal is **FIRST** in these important classifications:

FIRST in Department Store Advertising

For the first 5 months of 1926, the New York Evening Journal printed 2,642,798 lines of Department Store advertising, exceeding the next nearest evening paper by 16,648 lines.

FIRST in Women's Specialty Shop Advertising

During the first five months of 1926, the Evening Journal printed 813,780 lines of Women's Specialty Shop advertising, exceeding the next nearest evening paper by 183,072 lines.

FIRST in Men's Wear Advertising

During the first five months of 1926, the New York Evening Journal printed 392,534 lines of Men's Wear advertising, exceeding the next nearest evening paper by 150,402 lines.

FIRST in Jewelry Shop Advertising

During the first five months of 1926, the New York Evening Journal printed 28,184 lines of Jewelry advertising, exceeding the next nearest evening paper by 10,920 lines.

FIRST in Furniture Store Advertising

During the first five months of 1926, the New York Evening Journal printed 515,772 lines of Furniture advertising, exceeding the next nearest evening paper by 302,450 lines.

NEW YORK EVENING JOURNAL

The largest evening newspaper circulation in America
3c a copy daily—5c on Saturdays

CIRCULATION LEADERSHIP

FOR 27 CONSECUTIVE YEARS

The New York Evening Journal has
had the largest evening circulation
in America for 27 consecutive years

FIRST in Musical Instrument Advertising

During the first five months of 1926, the Evening Journal printed 147,034 lines of Musical Instrument advertising, exceeding the next nearest evening paper by 79,136 lines.

FIRST in Food Advertising

During the first five months of 1926, the New York Evening Journal printed 261,220 lines of Food advertising, exceeding every other New York evening paper and printing more than any two morning and Sunday (7-day) newspapers combined.

FIRST in Druggist Preparations Advertising

During the first five months of 1926, the Evening Journal printed 101,522 lines of Druggist Preparations advertising, exceeding the next nearest evening paper by 23,014 lines.

FIRST in Tobacco Advertising

During the first five months of 1926, the New York Evening Journal printed 141,678 lines of Tobacco advertising, exceeding the next nearest evening paper by 13,542 lines.

*Average net paid circulation for six months
ending March 31, 1926, was 696,447 copies a day*

EVING JOURNAL

AMOUNTABLE the circulation of any other New York
evening paper PLUS 107,563

The Automotive Leader of Detroit

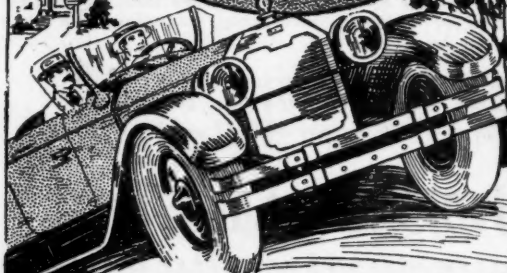
*News Leads Second
Medium by 119,630
Lines During First
5 Months, 1926*

The home newspaper reaching practically every family in Detroit and suburbs, and printing an automotive section noted far and wide for its real news appeal and helpful suggestions to motorists, it is little wonder that The News should lead both weekdays and Sundays in automotive advertising.

Note How The News Leads

News.....863,254 Lines
Second Paper.....743,624 Lines

News' Lead.....119,630 Lines



The Detroit News

335,000 Sunday

Detroit's Home Newspaper

320,000 Weekdays

night on Saturday, and clean and dress the window before five o'clock Sunday morning. To this I agreed. About four o'clock Sunday morning, my assistant and myself crawled out of that window, hot, tired and dirty; and after carefully looking over the display which we had put in, we decided that the work was good. Fortunately for us, Sunday was a nice warm day and the display brought many calls to his counter for Coca-Cola. That display stayed in ten days and we were allowed to take the stuff out only on condition that at an early date we should install another attractive display. That experience in later years was multiplied thousands of times.—Samuel C. Dobbs, former president of the Coca-Cola Company, before the Window Display Advertising Association.

Insurance Advertisers Move to Eliminate Waste

Many of the insurance companies send a great deal of advertising to their agents in bulk. No instructions whatever accompany this material. The result is that it finds its way to storeroom shelves and unless there is some aggressive young man handy in the agency to distribute that literature it becomes dusty and old and never reaches any circulation. In this direction, I would suggest quarterly inventories—that you send out a letter once a quarter listing all of the advertising material which has been sent to the agents during the quarter, including in that inventory a summary of what some agents have accomplished with it and then ask all of the agents for the remaining number on hand of such folders, and if there is a surplus suggesting that they get busy and make some practical distribution.

One insurance company conducting a branch office system, at one time sent out a letter calling in all surplus advertising material. They took this material and stitched current year calendar pads on

them and then returned the supply and told their branches to distribute them. This gave the managers a little shock and revived their interest.

Another company never issues a new folder or circular without sending a proof out into the field first asking them if it is the kind of circular which would appeal to them. If they do not get sufficient replies they do not go forward with the proposition.—Clarence T. Hubbard, of the Automobile Insurance Company, before the Insurance Advertising Conference.

When Cities Compete for Conventions

Competition in securing conventions can have as evil results as the sending out of a poor salesman who will misrepresent his goods and a rebound will follow to the detriment, not only of the Chamber of Commerce and its members, but the good-will to the city, which would otherwise exist, will be lost.

This talk is particularly intended for the smaller city secretaries who become enthusiastic and who are influenced possibly by some prominent local member who may be a national officer in some large convention, and they get to work and raise a sum of \$5,000 or \$6,000 to bring this convention to the city, where it is not properly entertained because of lack of hotel facilities, and a financial burden is placed upon the city and the convention itself is spoiled by having had a taste of being bought.

Any established State or national organization that needs money from the host city to promote its routine convention affairs will generally disappoint that city before the convention has become history, and as a rule this class of convention usually has a small attendance—not 25 per cent of the promise—and we know of small cities having paid \$6,000 for a convention which has never enjoyed an attendance of more than 800. There are so many examples of this that it would be tiresome to enumerate them.—Charles F. Hatfield, presi-

dent, American Community Advertising Association, before a meeting of that group.

Dozens of Uses for Art Calendars

While the art calendar is, in general, known as a valuable advertising medium and conservator of good-will, it can be used in dozens of ways to perform some special function or achieve some desired end.

When a certain dealer in men's wear in a large Western city sent a letter to some 500 wives and mothers, about a month before Christmas, suggesting that at a men's store they could obtain the best sort of presents for their sons and husbands—and at the same time enclosed a very beautiful little calendar as a keepsake—he immediately established a contact where none had prevailed before, and as a result started himself on the successful road to being a men's store, where women also trade.

Many a credit man's collections have been helped by a timely and judicious distribution of advertising calendars—accompanied by just the right sort of letter to get under the hide of Mr. Slow Pay. For honey will often get better results than vinegar—and a little gift will secure good-will and a check when a threat might only invite the help of a collection agency.—E. N. Ferdon, president, Advertising Specialty Association, before a meeting of that group.

Community Advertising Should Begin at Home

A Southern city that has raised an advertising fund of \$50,000 a year for five years made no special provision for educating its people at home while the big campaign was being undertaken through various advertising mediums all over the country. The first year of that \$250,000 expenditure, with \$50,000 spent, is over and some of the interested committee-

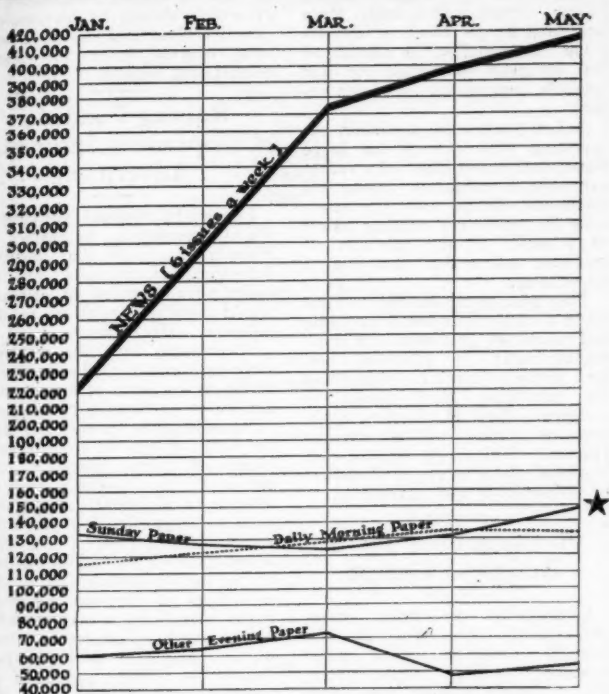
men are now planning on a local series of newspaper advertisements to help sell the people at home and wake them up much more quickly than the comments and reports on what has been done to date have done. All of the selling previously had been in the form of news stories.

They now realize, in this city, that it is necessary to sell the people at home while they are selling the outside people they hope to attract to their city.—Don E. Mowry, secretary-treasurer, American Community Advertising Association; general secretary, Madison, Wisconsin, Association of Commerce, before the former association.

College Students as Investigators for Advertisers

Recently, a corporation in the vicinity of Boston, perfected a new product, a rubber webbing designed to act as a non-slip medium to prevent men's shirts from pulling up. The product is a fabricating material, the market for which, for the most part, is not directly to the consumer but to tailors and clothing manufacturers. The company has faced an interesting and difficult marketing and advertising problem.

Among other things, it has been quite essential for it to know the attitude of consumers, of retail store buyers, and of tailors toward such a product. The officials of the company were willing and interested to have two students make an investigation for them as the basis of a term report. The students upon the instruction which they had received in class, made further search on their own initiative as to methods employed by agencies and others faced with such situations, used their own ingenuity in developing methods, analyzed the data which they accumulated and finally presented a report upon their findings with their recommendations upon the marketing and advertising pro-



NATIONAL ADVERTISING in Indianapolis, 1926

Again—The Indianapolis News broke all records for 56 years with a national lineage of 416,232 for May, 1926—26 publication days.

(★ Sunday paper had 5 Sundays in May)

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

cedure which the company should follow. From such a study, these two students got much of definite value. Incidentally, the officials of the company professed to get valuable suggestions from the report.

A few years ago, a student co-operating with one of the large department stores directed a rather extensive investigation among the customers of the store to determine the customers' reading habits as a guide to the selection of mediums and to the scheduling of advertising.

This past term, another student made a survey of some advertising and marketing problems of a small manufacturer of furniture and then wrote a report recommending the procedure that should be followed.—Neil H. Borden, assistant professor of advertising, Harvard University, before the National Association of Teachers of Advertising and Marketing.

A Suggestion for a Religious Census

Considering the time, money and energy expended by the Church compared with other modern business organizations, the Church today is considered by many a bankrupt concern. We know that this is not altogether true; nevertheless, such criticism affords much food for thought and should command the careful consideration and investigation of our leaders, even if they have to bring in advertising experts to help them.

We must get down to facts. A thorough religious census will provide an intelligent survey of the religious attitude of the community. It is important to know exactly what the people living in your parish think of the Church. Any criticism should be welcomed. Both the interested and indifferent have their ideas and impressions of the Church.

By this means of investigation you will find out what the Church means to them, if it means anything at all. You will then be able

to come to definite conclusions, all of which should be invaluable.—Rev. Kerrison Juniper, St. Petersburg, Florida, before the Church Advertising Session.

Raising Funds for Co-operative Insurance Advertising

Charles H. Holland, president of the Independence Companies of Philadelphia, told the Insurance Advertising Conference how co-operative advertising of insurance would benefit everybody in that industry. He said:

"Assuming that the combined premium incomes of the stock companies in the fields of fire, casualty and surety insurance (leaving out of consideration for the time being the vast incomes of the life companies and those engaged in other classes of the insurance business) amount to \$1,500,000,000 per year, even so insignificant a proportion as one-fifteenth of 1 per cent, would produce the substantial sum of one million dollars. So small a percentage of turnover for newspaper advertising of national scope would seem inconceivably minute to most advertisers who attempt to enroll the active support of the buying public. The cost that would be prohibitive to a single company could be absorbed almost without notice if equitably apportioned among two or three hundred companies."

Will Propose New Name for A. A. C. of W.

PHILADELPHIA, Tuesday, 4 P.M. On Thursday E. T. Meredith, publisher of *Successful Farming*, will submit a resolution calling for a change in name of the Associated Clubs. The name has not been decided upon, but it will have an international flavor.

Another resolution to be presented will prohibit cities bidding for the convention in the future from buying the convention.

clusions, all
valuable—
St. Peters-
the Church

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insurance
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Harper's Bazar

announces

the appointment

of

Charles Hanson Towne

as

Editor

There are near prospects for you go

Think of Business Boston as a great compact city, really the fourth largest in the country. No such city appears on the official map or on the census list, yet such a city *exists*, and every national advertiser should know it!

There are more people per square mile in Boston than in any other city in the United States—New York excepted. It is the fourth richest market in the country. And one of the easiest to sell, once you know its secret!

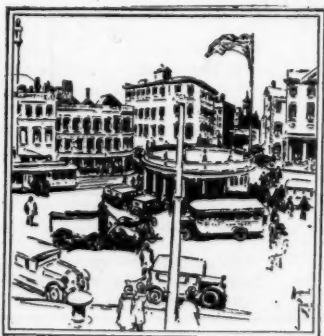
The way to success in Boston

The Boston market is a *divided* market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business

Boston." You'll find it full of surprising and important information.



Harvard Square, Cambridge. Cambridge is really Boston. Only the slim Charles River separates these two historic towns. Yet in this community, listed as a separate municipality by the census, live 119,669 prosperous people, more than 26,000 families. Forty-two out of every hundred of these families read the Herald-Traveler.

Cambridge is only one of the 48 towns and municipalities that are within 15 miles of the center of Boston.

HE

Advertiser
George A.
250 Park
914 P

2,000,000 goods in BOSTON



BOSTON HERALD-TRAVELER

Advertising Representative
George A. McDavitt Company
250 Park Ave., New York, N. Y.
814 Peoples Gas Bldg.,
Chicago, Ill.



For five years the Herald-Traveler
has been first in National Adver-
tising, including all financial ad-
vertising, among Boston daily
newspapers.

"Tell Me a Story!"

The average child has a never-satisfied appetite for "stories." It revels in tales of fairies and gnomes and bunnies and Teddy-bears.

Parents are often at their wits' end to supply the inordinate demands of the youngsters for stories and picture-books.

Here lies a real opportunity for the national advertiser. Through the medium of a story of your product, you reach the parents through the interest of the child.

Let us send you samples.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Don't Be a Slave to Letter-Writing Rules

Many of These Rules Have Hindered the Cause of Better Letters More Than They Have Helped

By Harrison McJohnston

A LIFE insurance man was trying to write a letter that would bring in some live leads to work on. He had read in a book on letter writing that he must begin by saying something with which his reader would instantly agree.

"You want your loved ones well taken care of in the event of your death—don't you?"

That was his application of the rule, and he went on for a full page telling how insurance meets this want, fully confident that his letter would be read through—because he had said something to which the readers would agree, right at the start. Later, he wondered why the neat little return cards all stamped and addressed and easy to return, had not come back, not one of them.

Had he not followed the rules of the game?

Yes, he had—which probably explains why his letter pulled not the ghost of a response.

It is safe to say that many a letter hits the rocks and gracefully goes down in the sea of letter failures because the writer had his mind on some letter-writing rule rather than on the effect, in the reader's mind, of what he was saying and of how he was saying it. He was trying to do in a mechanical way something that needs to be done more artistically—guided by an instinctive selling sense based upon an intelligent understanding of human nature—and, in particular, the human nature of the specific group of readers to whom he is writing.

Ever since Elbert Hubbard advised letter writers to "Begin with a platitude and end with a punch," we have had a deluge of letters that begin with "Time and tide wait on no man" or some other equally inspiring platitude — to

which the reader would certainly agree—if he gave it any attention at all.

The letter writer or the advertising copy writer who shies at most of the rules laid down for effective writing can be said to have cut his eye teeth when it comes to handling the first problem in effective writing. That problem is to get them to read his stuff. He knows that most people don't take up a letter with the intention of reading it. They merely glance at a letter. If the letter doesn't interest them, they go on to something that does interest them.

Dear Madam:

Have you ever heard someone say that electric refrigeration is more expensive than ice? If so, wasn't that someone a person who had never used electric refrigeration?—

Wasn't it someone who has never enjoyed FREEDOM from forgetting to put up the ice card, from spoiled food, from skimping on ice for water and tea. . . ."

Such was the beginning of a letter that grossly violated the rule of salesmanship which tells us always to be positive and never negative in our viewpoint and statements. Yet this letter was a success. It pulled an unusual number of definite inquiries. It faced the most prevalent objection to electrical refrigeration in a territory where electric power rates are relatively high. It went so far as to make the point that even though home-made ice were to cost a little more than factory or storage ice, the excess of advantages were cheap at the additional cost. It was obviously a fair and truthful statement of the cost of home-made ice—and this feature of honesty, as much as anything else, accounted for the success of the letter as used in the suburbs of a large city.

There must be a rule somewhere that it never pays to admit an ob-

jection or weakness anywhere in the product or service that is being sold, for so many letters seem to follow such a rule. Common sense tells us, however, that when we know that a good percentage of our readers have a certain well-defined resistance, we ought to face this fact without fear and let it have its true place in the picture we are painting. Truth in letter writing goes hand in hand with truth in advertising as a basic element of successful copy.

Nearly all weak letters or advertising copy or sales talk can be sifted down, ultimately, to the fact that the reader or hearer does not believe what is said. It's usually too good to be true.

"This is a proposition only for a few chosen men who have made their mark," was the keynote of a letter on a proposition that was obviously open to almost any man who had the price regardless of his achievements in life. Naturally, these "chosen men" did not respond to the offer—a certain club membership in this case.

DON'T BE TOO DIPLOMATIC

There are many cases where the writer of the letter seems to be following some such rule as "Always be diplomatic and tactful; don't say anything that will offend the reader; be very careful of his feelings." And the reader senses this attitude in the letter. He doesn't like it; in fact, he resents it. The writer merely emphasizes what he is trying to avoid. His attempt to be diplomatic is too deliberate; he is so anxious to please that he assumes the role of a "yes, yesser" in the eye of the reader, who feels that the writer is not genuinely interested in his welfare.

"The self-kidding bill of the nation is about as big as the tax bill," was the keynote of a successful letter used in selling a special service designed to find out just what certain portions of the general public think about certain manufactured products. "Don't kid yourself," was the central idea of this letter. It violated the rule of diplomacy; in fact, it was a saucy letter all the way, but it did

the work. Its fresh, breezy impudence contrasted favorably with the oily diplomacy of many other letters on the desks of the high-ups to whom it was addressed.

We can all remember when a letter had to be peppered with the word "you"; otherwise, it would be condemned by those who knew the rules of letter writing. Of course, it is all right to be personal in a letter, to make the reader feel that his individual interests are uppermost in the writer's mind. But in doing this, it is fatal if the writer attempts to get too close or too intimate with the reader.

"Now you know, Mr. Smith, that you raise yourself in the estimation of all your friends when you drive a car that is rated a notch higher than the lower 70 per cent of automobiles," was the bright message of a letter wherein the writer was attempting a strong appeal to pride.

Pride is a great thing to arouse—if the writer does not appear to be appealing to pride. The mistake in the case just cited is not an indictment of pride as a factor in many purchases, but it is a sad mistake in the manner of the appeal.

"Be confident; be sure of your point," is another rule which is often misapplied in letters. In his zeal to be confident and sure of his point, the writer often forgets the strength of polite deference to the reader.

"This is what you need in your business," says the writer who will be confident. He substitutes his own judgment in a matter that rightly belongs to the reader's judgment; consequently, he arouses needless antagonism.

"What do you think of this? Isn't there a real need for it in your business?" says the writer who understands the effect of paying deference to the reader's judgment when it is really something calling for the reader's decision. Nobody likes to have his decisions made for him.

"Be confident," is a rule that easily degenerates into cock-sureness. Here, in particular, American letters tend to offend for-

Yes--we're having a good summer!



THE prime reason, of course, is that the public wants TRUE STORY—wants it every month, and to such an extent is this true, that TRUE STORY has the largest newsstand sale in the world all the year 'round.

Another reason, TRUE STORY is nationally advertised in the newspapers every month; this magazine has conducted a more thoroughly consistent advertising campaign than any other magazine or group of magazines in the United States.

More than 400 towns and cities throughout the country are covered by our newspaper adver-

tising—and for the most part these are key cities, trading centers.

Compare these print orders:

May 1925—2,100,000

May 1926—2,365,000

June 1925—2,000,000

June 1926—2,275,000

July 1925—2,000,000

July 1926—2,150,000

Aug. 1925—2,000,000

Aug. 1926—2,150,000

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

eigners, bringing down upon us some unnecessary epithets.

"Put enthusiasm into the letter; make it snappy."

Liveliness in a letter is often advisable; but the enthusiasm of a letter that raves and shouts is too often not shared by the reader. Negative as this thought may seem to be, we have to remember that the reader of a sales letter is usually in a skeptical frame of mind, so that the writer's enthusiasm in the letter may stand alone. Not to be enthusiastic, but to get the reader to be enthusiastic about your proposition—that is the problem. It is well to remember that enthusiasm is not so catching in letters as it is in personal salesmanship.

And so we could accumulate a great mass of evidence to support an honest doubt as to whether rules have not hindered more than helped the cause of better letters. Take even that rule which tells us to use short paragraphs. A large number of short paragraphs are, perhaps, easier to read than a few long paragraphs. But the many short paragraphs may look insincere. It is easy to chop up a letter into so many short paragraphs that the letter no longer seems like talk. In talking, we don't pause after every sentence.

Again, "Make the letter sound like talk"—even that rule has its exceptions and can be misapplied. But time is up. The moral is—don't take all the rules laid down for letter writers too seriously.

Growth of Canada Dry Ginger Ale Business

In 1922, 1,690,050 bottles of ginger ale were sold by Canada Dry Ginger Ale, Inc., New York. In 1923 sales were almost four times those of the previous year, with a total of 6,320,100 bottles. The net earnings in 1923 amounted to \$74,881. During 1925 there were sales of 51,783,300 bottles, with net earnings of \$1,238,779.

Shoreland Hotel Appoints Albert Frank

The Shoreland Hotel, Chicago, has placed its advertising account with the Chicago office of Albert Frank & Company, advertising agency. Resort copy is being used in metropolitan newspapers.

Ralston Purina Mills Buy Ry-Krisp Company

The Ralston Purina Company, St. Louis, has purchased the Ry-Krisp Company, of Minneapolis, maker of Ry-Krisp, a Swedish health bread.

The transaction involves taking over the milling, sales and distribution of Ry-Krisp, including all rights to patented processes of manufacturing and trade marks.

According to William H. Danforth, president of the Ralston Purina Company, present plans are to retain the personnel of the Ry-Krisp Company at the Minneapolis mill. An aggressive and extensive sales and advertising campaign will be put behind Ry-Krisp by the present owners.

Dave E. Bloch, President, Alfred Wallerstein, Inc.

Dave E. Bloch, until recently vice-president of the Peck Advertising Agency, Inc., New York, was elected president and secretary of Alfred Wallerstein, Inc., advertising agency, also of New York, at a recent meeting of the board of directors. Mr. Bloch formerly conducted his own agency at New York.

Alfred Wallerstein, who had been president, has been elected chairman of the board. Other officers elected were: George N. Wallace, vice-president; N. J. Wallerstein, treasurer; and F. M. Riley, assistant treasurer.

M. C. Meigs, Publisher of Chicago "Herald and Examiner"

Merrill C. Meigs has been appointed publisher of the Chicago *Herald and Examiner*. He has been in the Hearst newspaper service since 1917 when he joined the Chicago *Evening American* as assistant publisher and advertising manager. He formerly had been in the plan department of Lord & Thomas and advertising manager of the J. I. Case Threshing Machine Company, Racine, Wis.

Yarn Mills in Merger

Effective July 1, S. B. and B. W. Fleischer, Inc., Philadelphia manufacturer of yarns, the Hosey Worsted Company, Inc., Norristown, Pa., and the Roosevelt Mills, Philadelphia, will be combined under the name S. B. and B. W. Fleischer Inc. All the mills involved will be moved into the present Fleischer plant.

Tulsa "Tribune" Staff Changes

Crawford Wheeler, formerly national advertising manager of the Tulsa, Okla., *Tribune*, has been made business manager. Charles Barde, who has been advertising manager, is now promotion manager. H. W. Hussey succeeds Mr. Wheeler as national advertising manager. L. R. Malone has been appointed local advertising manager.

Combing Ten Fields to Pick Readers for One Radio Magazine

IN a New York office are 22 workers. Scattered over the country, constantly traveling, are 70 more.

These 92 men and women who make up the List and Circulation Departments of Radio Retailing are doing a unique job for the radio industry. They are combing ten major trades and many minor ones to find the actual radio retailers and wholesalers of the country.

NAMES are gathered in New York by this staff from local newspapers from all parts of the country from Chambers of Commerce, Rotary Clubs, trade organizations, telephone directories, mailing lists and many other sources. Then letters are sent to each store to find out whether or not radio is being sold, what stock is being carried, who in the store is responsible for radio purchases, etc.

Supplementing this office labor, the 70 field men constantly cover the retail trade in each of the 48 states. These men call on every store that might be selling radio, every wholesaler and every manufacturer and turn in to the New York office a complete report on each.

AS a result of this work, which costs thousands of dollars a month, Radio Retailing has verified completely authentic information on who is and who is not selling radio. Radio Retailing has made it possible for manufacturers to reach all worthwhile radio retailers and wholesalers of radio at the lowest possible cost and with a minimum of waste. There is no other magazine or combination of magazines that can offer this to the manufacturer.

IF you have a radio marketing problem, we invite your consultation.

Radio Retailing

The Business Magazine of the Radio Industry

—a McGraw-Hill Publication

475 Tenth Avenue, New York City

P.S.

In addition to the largest total circulation (coverage) Radio Retailing also has 17,061 subscribers, the largest **PAID** circulation (reader interest) of any radio trade publication. Its application for membership in the Audit Bureau of Circulations has been accepted.

**We Have
Already
Heard From**

20,000

**Farm
Women**

We are finding out how many of them have electric lights, running water, automobiles, radio sets, pianos, vacuum cleaners, washing machines, screens and other modern household conveniences.

We are assembling the most complete cross-section of the American farm home that has ever been made. Mrs. John D. Sherman, president of the General Federation of Women's Clubs, writes about it in the July issue of *The Country Gentleman*.

OTHER FEATURES IN THE JULY
ISSUE NOW ON SALE INCLUDE

Has Prohibition Paid? By E. V. Wilcox

Where Agriculture's Money Goes

By J. Sidney Cates

The Vigilantes are Coming . By Quintan Wood

Allard the Hunger Fighter . . By Paul de Kruif

Where Weather is Made

By Vilhjálmur Stefansson

AND A FULL PAGE CARTOON BY "DING"

The Gountry Gentleman

The Modern Farm Paper

More than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

**advertisers who
can still be sold
the idea that
one paper will cover
a market should
confine their campaigns
to towns that
have only one paper —
and even then
they'll have to find
some auxiliary
sales media—
Greater Detroit area
has a million and a
half people—
The Detroit Times
covers only part of
them**

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Sell Newspaper Space the Same Way Shoes Are Sold

A Newspaper Is a Manufactured Item and Space Should Be Merchandised Accordingly

By I. R. Parsons

Advertising Director, New York Telegram

WHAT is the difference between manufacturing and selling shoes or hosiery, or any other product, and manufacturing and selling a newspaper? In a newspaper we are manufacturing something to sell. We are seeking news, buying news, manufacturing news features, producing mechanically thirty-six to sixty sheets of paper folded twice, and we are attempting to sell what we have manufactured. In fact, let me go further with the parallel. In any store, for instance, we have counters and showcases and windows. On them and in them we display our wares. By the attractive way we display our wares, and advertise our wares, and by the value of the wares themselves, and by the way we treat and serve our customers who come to look and to buy our wares, will our sales go up or down.

In any newspaper building, we start first with several white sheets made of paper pulp. They are our counters, display cases and windows. On these white-sheet counters we display our wares which are news, editorials and features of all kinds and descriptions. Then we offer these wares to the public through our circulation department, and the public buys or does not buy, as the case may be, according to the way they look upon these wares. If they do buy, they continue to do so only if we treat them well and serve them as they think they should be served.

You see, we newspaper men actually are in the manufacturing and retail business, whether we realize it or not. But the sooner

we do realize it the more successful we will be in making something of our newspaper, making it mean something, and grow.

But while this newspaper is being manufactured and its wares are being spread out upon its counters, what is happening in that part of the newspaper factory where its advertising space is supposed to be sold?

Here's where I think something has missed fire. What is really known in the advertising department about the wares upon the counters of that newspaper? Of course, the advertising manager knows the circulation. The last report was so-and-so many thousand and that was so-and-so much more than its nearest competitor. Or "we printed so-and-so many lines of fish advertising last month and our nearest competitor lost the immense amount of twelve lines of that self-same fish advertising as against the same period last year."

KNOW THY PAPER

But does that advertising manager know anything about the real wares of his newspaper? Does he know what the editorial policy stands for and, consequently, what kind of people it attracts? Does he know what its news-appeal is, and what it means? Does he know what kind of men or what kind of women read his newspaper, or where they live, or what stratum of life or society most of them are in? Does he know what the advertising-responsiveness of his average reader may be, how much his average reader might buy in a month or a year?

Does he know what kind of goods his average reader might be interested in? Does he know what

Portion of an address delivered June 22 before the Association of Newspaper Advertising Executives at the Philadelphia convention of the Associated Advertising Clubs of the World.

kind of a market exists in his city for each line of merchandise, each kind of product? Does he know how his newspaper covers or can reach this market for each line of merchandise and each kind of product? Does he know that his city and his newspaper would make a good market for a certain line of merchandise or a certain kind of product not yet sold extensively enough in that territory? Does he know that it won't make a good market for another? In fact, does he know anything whatever about his newspaper as a market vehicle, or his city, or even his neighborhood, as an outlet for any kind of goods whatsoever?

Generally he does not. He may sometime pretend to. He may sometime talk a lot of glittering generalities addressed to the blue sky, but pinned down in a meeting of executive heads of a good up-and-doing advertising agency or before the sales managers of a big enterprising manufacturer experienced in distribution, he wouldn't know what it was all about or that the meeting was over, so far as he was concerned, before it had been called to order.

BACK-SLAPPERS

Many advertising departments of newspapers are still a handshaking bunch of incompetents. There may be good raw material among them, but most of them know so little about their newspaper or their market, if they have one, that it's the last thing they dare talk about. So they go around, as they did in the early nineties, still trying to put it over by doing the handshaking, slap-on-the-shoulder, "Well, Old Boy," stuff.

The business world demands that you show what you ask it to buy today. Pull it out, spread it out, tell all about it, hold nothing back. Let's know what you really have to sell and what price you want for it. Let's know just where and how it fits into my picture. If it does, I want your newspaper more than you want me as an advertiser. If it doesn't, all the handshaking and "Howdy, Old

Boy" stuff in the world won't sell me, or if I bite, it won't hold me long, that's sure—for this business life of mine is too swift and exacting for me to expect to exist long these days with weak links in my chain of distribution.

Now, let's see how we can present the wares of our newspaper to the advertiser, to give him the right idea of the elements of which our newspaper as an advertising medium is made.

First, we must know all the population and industrial and business and income statistics of our city and its surrounding territory. We should know this by geographical sections. We should know the number of frame buildings, brick buildings, detached dwellings, apartment houses and hotels in each section. We should know the rents paid in those buildings, the number of rooms in those apartments, the kind of dwellings, the general average incomes of those who live in them, the nationalities of the inhabitants of each section, the number of stores in each section, the kind of stores, grocery stores, drug stores, millinery shops, etc. We might show how our community stands in an industrial or business light by preparing a comparison of electrical service in kilowatt hours given by the public service corporation of our city, or by horse-power rendered in its industrial plants, or by juice bought this year and last year by our homes, hotels and apartments. In fact, we must know our market in all its general and specific characteristics.

Then comes our circulation figure. That, of course, is important, but only in relation to all these other things. Where does that circulation go? Is it near in or far out circulation, or both? Does it reach men or women, or both? What kind, where, how?

The advertising department of any fair-size city newspaper should have available on call every kind of statistics about that territory and that newspaper in that territory. Any and all statistics any advertiser might reasonably want to know—and that advertis-

Advertising the Securities of Public Utilities

PUBLIC UTILITIES are used by the masses; all their contacts are with the masses; many millions of dollars of their securities are held by the masses. Public utility advertising, therefore, is a mass problem, not a confidential consideration between the banker and his "retailers."

It has been estimated that newspaper advertising has shortened by one-half the process of selling the services of such utilities. A medium that can sell public utility *service* can also sell public utility *securities*, and the newspaper is the natural agent in both transactions.

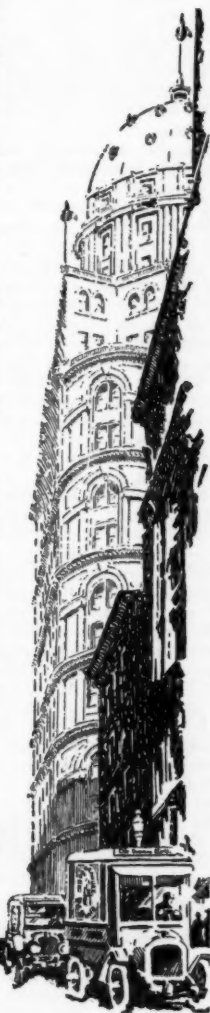
Since the more widely used a service becomes, the more widespread its mass contacts become, it would seem logical that the proper place to advertise public utility issues would be in newspapers of large circulation like THE WORLD, especially when the latter's nationally recognized devotion to public service would convey a sincerity of sponsorship not easily purchased by the agent line.

The  World

*The Three-Cent Quality Medium of
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



ing department should be ready to get the other facts for the unreasonable exception any time as well.

Then, when all this is done, and not until then, can a newspaper place its wares before the advertiser in the right way. Advertisers are demanding, more and more each day, this display. It is their right to know what they are expected to buy and pay for. And when they do insist upon this display and buy advertising space only with these displays in front of them, there will be fewer unsuccessful advertising schedules—and that alone will make it easier all around.

I have heard more newspaper solicitations than the average man, but I could write in one sentence of fifteen words, 99 per cent of the solicitations I have ever heard. The fifteen words are these: "Our circulation is so-and-so. You ought to give us that advertisement that so-and-so is running."

Nothing used to make me more tired than to hear a long list of circulation figures, or comparative advertising figures recited in parrot-like fashion by a newspaper advertising solicitor.

When one out of 100 advertising solicitors told me something concrete and worth while listening to, something valuable to know, I would sit up and take notice. But I doubt if more than one in 1,000 of us, who have had to listen to advertising solicitations, have the statistical mental make-up to retain figures, even if we wished to.

SELLING IS EASY

I have always felt that, copy books on salesmanship notwithstanding, to sell anything was very simple. All one need do was to find out what one had to sell and take it to him who could make a profit by buying it.

Now, finding out what you have to sell in your newspaper is easy if you go about it in the right way. I have given you an outline of what it consists. Circulation figures do not tell the story, but a thorough circulation analysis will, if that analysis is conducted along the right lines. The market survey

of your territory will tell something, when it is put alongside your circulation surveys—but how many newspapers, outside certain big cities like St. Louis, Chicago, Boston, New York, and a few others, ever attempt to do any real serious analyzing of their territory and their newspaper circulations? How many of them ever engage men capable of taking a circulation and market analysis and finding out just what it means?

Most of the solicitors on newspapers are not experienced enough to handle those figures, most of them do not think the cost of making such analysis justifies the result. But you would be surprised to know with what interest an analysis of circulation is received by the advertiser who wants facts upon which to base his schedules.

I think many pages of data that are now prepared by some newspapers are deadly masses of meaningless figures. They are meant to represent some advantage to the newspaper exhibiting them, of course—but after all, it looks to me as if much of these comparisons are made as a sop to the newspaper's vanity, and not for the simple purpose of dispensing information about the advertising value of that newspaper to the advertiser. Many data sheets, which are mailed to advertisers, are so ponderous that they are heeded very little. One newspaper sends out a mass of figures showing advertising gains in such-and-such a way. Its competitor sends out another mass of figures showing its side, and consequently, both are nullified. Probably both newspapers have their qualities and their rightful place in the picture, but they are nullifying their own advantages by marking down their competitor's. They should spend that time creating new advertisers and serving old advertisers with the right kind of merchandising information.

The June 10 issue of *PRINTERS' INK* contained a list of tabloid newspapers under the title of "Tabloid Newspapers in the United States," in which the *Washington Daily News* was reported as being published daily and Sunday. It is published daily only.

June 24, 1926

PRINTERS' INK

45

SOUTHERN BUSINESS SHOW CO

ROBERT HAYNE TARRANT, President

P. O. BOX 154

OFFICE 730 CANAL STREET

NEW ORLEANS

The Times-Picayune,
New Orleans.

March 12th, 1926.

Dear Sirs:—

Thank you very much for yours of the 10th, assuring us of the whole-hearted co-operation of The Times-Picayune toward the Radio and Electric Exposition, week of October 11th to 17th inclusive, in the Venetian Room, Hotel Roosevelt, New Orleans.

I feel confident that The Times-Picayune will extend to the various manufacturers of these products, under whose auspices this show will be conducted, the fullest co-operation.

Please be assured that we want to work hand-in-hand with your organization, and to bring about the greatest and most successful Radio and Electric Exposition ever held in a Southern city.

With highest regards,

Yours sincerely,

SOUTHERN BUSINESS SHOW CO.,



RH1/R

Robert Hayne Tarrant,

President.

EVIDENCE of the value of The Times-Picayune to radio advertisers in the New Orleans field and of the quality of its co-operation is shown in its overwhelming leadership in radio lineage. During the first five months of 1926 The Times-Picayune printed more radio advertising than all other New Orleans newspapers combined.

The New Orleans Times-Picayune

Representatives: Cone, Rothenburg & Noe, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

And Here Is M

In last week's Printers' Ink we published an advertisement dealing with a questionnaire recently mailed to representative retailers in Iowa, Indiana, Michigan, Wisconsin and Illinois, (outside the Metropolitan Chicago District). Returns showed that 1,059 retailers out of 1,096 prefer their local newspaper to a Chicago newspaper for the movement of merchandise.

Here is additional proof that a Chicago newspaper CANNOT INFLUENCE BUYING OUTSIDE THE TRUE CHICAGO MARKET.

A second questionnaire was mailed by the Buckley, Dement Company, of Chicago, to jobbers in Iowa, Indiana, Michigan, Wisconsin and Illinois, (outside the Metropolitan Chicago District).

The questionnaire asked this question:

"To move merchandise from the shelves of dealers in your community would you prefer that the manufacturer place his advertising in your local newspaper or in a Chicago newspaper?"

More Proof!

Here is a summary of the replies:

	In Favor of the Home Town Paper	In Favor of the Chicago Paper
Grocery Jobbers	120	0
Building Supply Jobbers .	129	1
Hardware Jobbers	48	1
Electrical Supply Jobbers .	41	0
Automotive Supply Jobbers	23	2
Radio Jobbers	11	0
Musical Instrument Jobbers	8	1
Total	380	5

When retailers and jobbers join in giving such an overwhelming preference for the local newspaper, it is conclusive proof that a Chicago newspaper can influence buying **ONLY IN THE TRUE CHICAGO MARKET.**

The Evening American, reaching more HOMES in Chicago than does any other daily paper, should be the back-bone of any campaign designed to increase consumer demand in the **TRUE CHICAGO MARKET.**

CHICAGO AMERICAN

A good newspaper

Largest circulation of any Chicago evening paper and third in America

"Where Buyer and Seller Meet"



Your City Directory - the "Magic Carpet"

The "Miscellaneous Section" Gives a Bird's-Eye View of Local Activities

The pages of your City Directory point unerringly to the progress and development of the civic, social and commercial life of the community the book represents.

In the "Miscellaneous and Statistical Section" you find the names of incorporated companies—their officers and capitalization; public buildings, flats and apartment houses; City, State and Federal governments and personnel; Secret Societies and Clubs, their location and officers; a compilation of the various highlights of your City and its geographical and economic advantages as

a location for many and various types of industry.

It is so written as to lead the reader into the other sections where your name and business, properly registered, is emphatically brought to the attention of the information seeker when his mind is most receptive.

You can tell your story in your City Directory, at a minimum cost and reach thousands of prospective patrons every day of the year.

Our booklet, *Directories; What They Are; How They Function and Their Place in Advertising* will tell you how.



This trade mark appears in directories of leading publishers

ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS
Headquarters

524 Broadway, New York City

184 of Our Salesmen Answered 44 Questions about Selling

The Result Is a Mass of Information Which We Are Using in Many Ways

By R. C. Hay

Manager, Sales Training and Sales Promotion, American Radiator Company

IN 1924, the American Radiator Company decided to adopt an organized method of sales training, with particular reference to the training of new men. The decision as to the subjects which should be covered in this training course was not hard to make, but the collection of the detailed material for use in building the training lectures and outlines was not nearly so simple. Particularly was this true of the strictly sales subjects which, of necessity, form an important part of the curriculum of a sales training course.

The ordinary methods of collecting facts, plans and ideas as to selling problems of field salesmen, are four in number:

First—By personal interview with the salesmen.

Second—By letters addressed to the salesmen asking for their comments on a particular phase of selling.

Third—By suggestions sent in by salesmen.

Fourth—By discussions at sales meetings.

In our case, each of the four methods mentioned above contributed information which was of value in building the subject matter for lectures in our sales training work. Securing information by personal interview was favored at the start as the most logical method for getting the necessary selling details. However, securing a large amount of sales data and information by means of personal interviews with salesmen is a long and tedious job, and the short time available to devote to field interviews was one of the determining factors in the development of the Selling Methods Questionnaire.

At the end of two months of field work in which the work of twenty-five salesmen was studied

in the field, and during which a large number of excellent plans and ideas were brought forward, we were able to build a list of 225 points on which salesmen experienced difficulties. These so-called "salesmen's difficulties" varied in their importance, and upon study it was found that the largest number of problems of an American Radiator Company salesman could be included in a list of forty-four points which were culled out of the list of 225 difficulties.

These forty-four questions divided themselves naturally into six groups as follows:

- A. The interview.
- B. Co-operating with jobbers' salesmen.
- C. Trade relations.
- D. Organization of the salesman's work.
- E. Organizing trade information.
- F. Advertising and sales promotion.

Having developed the list of forty-four questions and having had these checked carefully by executives in the general sales department, it was decided to send these questions to each of the salesmen in the organization and at the same time to offer a total of \$1,000 in prizes to be awarded to the twenty salesmen whose answers to these questions were considered to be the best.

Great care was used in phrasing questions to make them entirely clear and to indicate to the salesman the exact type of information which we wished to have him give us. No questions could be answered by "Yes" or "No" because this would defeat the purpose of the questionnaire, which was to secure information on the various methods followed by salesmen in handling this work.

In certain questions subdivisions were included to bring

out the major divisions of the important problem. For example, question No. 8 on "Selling Specialties" had four parts as follows:

(a)—What is the reason for your success in selling Specialties?

(b)—Is it worth while to make a definite effort in each interview to introduce the question of Specialties? What results do you get from this effort?

(c)—What actual samples, such as Airid Valves, Packless Valves or other Specialties, do you carry with you when you call on the trade?

(d)—At what time in the interview do you find it most effective to bring in the question of Specialties?

Another subject, that of "Routing and Regularity of Calls," could be covered briefly in one simple line, thus: "What method have you for seeing to it that you make calls on the trade with regularity?"

In sending out the questions to the salesmen in the organization who were eligible in the contest, they were multigraphed on 8½ x 11 paper with a good writing surface, one question only being placed on a page. Each page in each questionnaire was keyed with a number which appeared on each page in that particular questionnaire. Record of this key number was maintained in the sales training department as a means of identifying the questionnaires when they were returned by the salesmen.

As a preface to the questionnaire, there were included a few explanatory pages giving the salesmen information as to the requirements of the contest and other information relative to the questionnaire. The headings on this introductory material follow:

First—Why we want the answer to these questions.

Second—\$1,000 in prizes for the best answers.

Third—The Committee of judges.

Fourth—How to answer the questions, with example of right and wrong way of answering the question.

Fifth—Outline of questions briefly summarized.

Two paragraphs in this introductory material are worth quoting because they explain clearly the purpose behind the questionnaire. The first paragraph, "Why we want the answer to these questions," was as follows:

At present many Arco Salesmen have excellent methods of working, which nobody knows about, and which would be eagerly and profitably followed by others if they were known. To pool the best selling practices of the company and to make them available for every salesman, after a careful study in the field we have prepared a list of forty-four questions, which cover the important problems of selling heating equipment.

The answers of Arco Salesmen to these questions will give a great deal of very valuable data which will be summarized and included in a Salesman's Manual, soon to be issued. The answers to these questions will also serve as a basis for the Course in Salesmanship, to be given at Buffalo starting September second.

A sentence from the paragraph on "How to answer the questions" will be sufficient to show the way in which questions were to be answered:

In writing your answers remember that the suggestions that you have to offer or the methods you describe are to be used by new salesmen who know very little about selling to the heating trade. Consequently you should write very simply and in such detail so as to enable these new men to understand clearly how you handle your work.

The prizes in the contest were as follows:

First	\$250
Second	150
Third	125
Fourth	75
Fifth to twentieth...	25 each

The time allowed the salesmen to fill out these questions was approximately two months from date of issue. Considering the subjects covered in the questions as outlined below, it can readily be seen that two months was not any too much time to allow the salesmen for the proper answering of these questions, for the answers to some of the questions entailed considerable labor and thought.

A skeleton outline of the forty-four questions follows:

A. The Interview.

1. Working out the interview in advance.
2. Developing the friendship of new trade.
3. Developing good-will for the company and its products.
4. Handling the uncommunicative customer.
5. Handling the customer that "stalls."
6. Answer to the suggestions of inferior goods.
7. Discussing competition.
8. Selling specialties.

9. Interviewing architects.
10. Winning back trade.
11. Selling Corto Radiation.
12. Selling Type "A" Boilers.
13. Selling Arcolas.
14. Getting jobbers' salesmen to sell Arcolas.
15. Arcola window displays.
16. Tie-in dealer advertisements on Arcola.
- B. Co-operating with Jobbers' Salesmen.*
17. Plan for developing co-operation of jobbers' salesmen.
18. Teaching jobbers' salesmen better selling methods.
19. Sales equipment for jobbers' salesmen.
- C. Trade Relations.*
20. Selecting preferred trade.
21. Furnishing selling data to the trade.
22. Getting figures on sales of boilers and radiation.
23. Information as to jobs in progress.
24. Getting trade to study our catalogues.
25. Inducing trade to learn to figure jobs.
- D. Organization of the Salesman's Work.*
26. Talking points of Arco products.
27. Getting information from company literature.
28. Making best use of company literature.
29. Handling of tips.
30. Regularity of calls.
31. Routing.
32. Planning the day's work.
- E. Organizing Trade Information.*
33. Data on heating practices.
34. Activities of competitors.
35. Business conditions in the territory.
36. Reading trade publications.
- F. Advertising and Sales Promotion.*
37. Added information needed on this work.
38. How to sell our advertising to the trade.
39. Making use of Sales Promotion and Advertising literature.
40. Putting in window displays.
41. Getting trade to use Arco store display material.
42. Better selling methods for owner calls.
43. Effective selling plans on owner work.
44. Use of data sent out by Trade Extension Bureau.

The response to this questionnaire was nothing short of amazing. Ninety per cent of the men eligible in the contest submitted complete questionnaires. This means that 184 salesmen answered each of forty-four questions, and while it is true that on some questions answers were apt to be very short, nevertheless on the whole the answers were quite remarkable in their clear and detailed presentation of the points and ideas which the salesmen wished to bring out.

To give an indication of the volume of information which was

represented in these 184 complete questionnaires submitted in the contest, it is interesting to know that the filing of the questionnaires required three and a half drawers in a regular correspondence filing cabinet.

The method of judging the contest was absolutely fair to all men who submitted answers. A chart was drawn up with a series of numbers running from one up, a number being provided for each salesman who was eligible in the contest. The forty-four questions were listed across the top of this large chart and under each Question Number was placed another number, indicating the weighted value of that question. Obviously, certain questions were more important than others and it was quite fair to all to place these weighted values on the various questions. Some questions had a maximum value of 400 points each, others had a value of 300 points each, and still others had a value of 200 points. Another group of minor questions had a value of 100 points per question.

The answers of each one of the 184 salesmen to all of the questions having a weighted value of 400 points were then read. After reading each of the 184 answers to a given question, the executive doing this work gave a grade to all of the best answers in this group which meant that in practically each one of these questions at least 100 men were graded. After the eight questions having a weighted value of 400 points per question had been read and graded and these facts noted on the record chart, it became apparent that approximately seventy-five salesmen had such a large number of points on these eight questions as to make it perfectly reasonable to suppose that the twenty winning questionnaires would come from among these seventy-five salesmen.

The questionnaire answers of each of these seventy-five salesmen were then read in detail and graded carefully against every other question having a weighted value of 300 and 200 points. After this reading and grading another

total of points was taken when it became apparent that thirty-five salesmen were so far in the lead in the number of points scored as to make certain again that from this group of thirty-five, the twenty winners would undoubtedly come.

Then each of these thirty-five questionnaires was graded on the remaining questions and each of the thirty-five was checked back to make certain that the number of points awarded for their answers to each question were fair. This gave a grand total of points for each of thirty-five salesmen, and it was very interesting to note on examining these point totals that twenty men, the exact number of men who could be awarded prizes, had an aggregate total of points which unquestionably brought them within the prize-winning group.

Further check of these twenty questionnaires showed that ten questionnaires stood out very strongly in the total number of points and, therefore, it was felt that the four major winners should be selected from these ten questionnaires.

Each of these ten leading questionnaires was then checked and graded by four other sales executives, each of whom was familiar with the problems discussed and in a position to decide as to the worth of the answers made by the contestants to each of the forty-four questions. None of the executives doing this judging had any idea as to the names of the salesmen whose questionnaires they were reviewing. The only means of identifying the questionnaire was by the key number which appeared on each page, and their rating of the questionnaires was according to key numbers.

The selection of the four major prize winners was practically unanimous and in accord with the total number of points previously awarded in the first checking of the questionnaires.

A further interesting point in connection with the twenty prize-winning questionnaires, which as previously stated were selected

from 184 submitted in the contest, was that when the key numbers were de-coded it was found that the twenty prize winners were typical of the company's leading salesmen, and that their selling results were of a high standard.

When 184 capable, aggressive salesmen selling the same products sit down and read the same list of questions and put down against each question their ideas, methods and observations on the particular point in question, it is obvious that a large amount of very valuable information and many ideas are bound to result.

With so many salesmen writing, somewhere in these 184 answers will be mentioned practically every important point which would come into the selling problem. By checking over the questionnaire answers on each question and listing the important points, selling arguments, and ideas brought up, it has been possible to build up remarkably complete word pictures of selling problems which are invaluable in the training of new salesmen, in the development of a sales manual, and in work of a similar character.

The first and most important use of this large amount of selling material secured by the questionnaire was in connection with the training of new salesmen. These new salesmen are requested to read the prize-winning answers on some of the more important problems, for many selling discussions and lectures in the sales training course are based entirely upon these questionnaire answers. The material, having come from active field salesmen, was timely and carried with it the authority of the salesman, and thereby had an excellent effect on the mind of the reader in leading him to accept with confidence the questionnaire answers.

A further use of the material gathered in this questionnaire has been in the preparation of material which will appear in a sales manual. Some sections of this manual are based largely upon an analysis and organization of answers to the Selling Methods Questionnaire.

Quality DOMINANCE!

Here's the quality-story that May told
in Los Angeles. The Examiner
was, naturally—

FIRST
in Automobiles

FIRST
in Radio

FIRST
in Furniture

FIRST
in Musical Instruments

FIRST
in Furs

FIRST
in Jewelry

FIRST
in Building
Materials

FIRST
in Toilet
Requisites

—and **FIRST** in many other important
classifications!

To reach mass-class buying power, you **NEED** The Examiner in Los Angeles. The people who buy The Examiner pay *more* for it than they would have to pay for any other newspaper in Los Angeles, and they are not lured by premium inducements; sheer merit is The Examiner's only attraction to its great reader-audience, and The Examiner's Merchandising Service Department is the most effective West of Chicago.

170,000 Daily

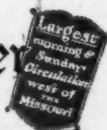
390,000 Sunday

Los Angeles Examiner

T. C. HOFFMEYER
571 Monadnock Bldg.
San Francisco, Calif.

W. W. CHEW
285 Madison Ave.
New York City

WM. H. WILSON, 915 Hearst Building, Chicago, Ill.





Com

T

Cosmopolitan Homes

**The Doorway, You'll Note,
is Open—**

Open to new ideas, open to new impressions—

And, every month, open to Cosmopolitan!

Of course, the 1,500,000 Cosmopolitan homes include every sort of home—

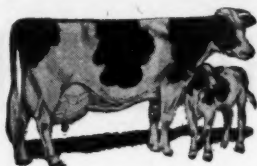
Yet there is, distinctly, a Cosmopolitan type.

Generally speaking, the Cosmopolitan type lives in a city or large town, is liberal minded, liberal spending and demands the luxuries as well as the necessities.

It is the type that comprises what has been called "the aggressive tenth of the population"—the aggressive tenth that plays such an important part in deciding what the other nine-tenths shall do, shall eat, shall wear.

The illustration shows an actual Cosmopolitan home in San Diego, Cal. where 1 out of every 3 1/2 families reads Cosmopolitan. . . .

Ask a Cosmopolitan salesman to give you the details about Cosmopolitan's 1,500,000 homes.



*The first of a series
of advertisements
about breeds of dairy
cattle*

A Matter of History

PUREBRED dairy cattle have played an important part in placing dairying first in the agricultural industry.

One of the largest among the five dairy breeds is the Holstein-Friesian, generally known as Holsteins.

These cattle, originating in Holland, were first imported to New York State by the Dutch settlers between the years 1621 and 1664.

Nine thousand head had been brought to America by 1885. Today their great favor among dairymen has increased their number to the extent that a million and a half are registered with the Holstein-Friesian Association.

In practically every section of the country Holsteins will be found. They are widely known for their large size, yield of milk and adaptability to various climates.

The Dairy Farmer has been instrumental in bringing about the desire for and the increase of purebred cattle on American dairy farms. It has helped dairymen to success by giving them practical, authoritative information on breeding, better dairying, and modern home life.

It is through serving dairymen of the country, many of them breed association members, that The Dairy Farmer has grown until it is today read by twice as many readers as any other dairy magazine.

The Dairy Farmer today is considered by dairymen, wherever this important branch of agriculture is known, as one of the best authorities on dairy husbandry.

THE Dairy Farmer

MEREDITH PUBLISHING CO. - - - DES MOINES, IOWA
E. T. Meredith, Publisher

250,000 circulation twice each month—Member A. B. C.

State Laws Affecting Community Advertising

A Résumé of Existing Legislation in Forty-Eight States

By Martin Keet

Secretary, Sunbury, Pa., Chamber of Commerce

CAN legislation be of assistance in the development and promotion of community advertising? If legislation can so serve, what form—national, State or municipal—should the enactment embrace?

Only by and under the authority of the State may the municipality obtain its discretionary governing powers. Such measures as it may adopt for the levy and collection of taxes and of the expenditure of revenues must of necessity be consistent with and in accordance with the laws of the State.

Community advertising is entirely a community prerogative. If the municipality selects this method to broadcast the story of its civic, commercial and industrial advantages, such measures as it may provide for the incident revenue and expenditure must conform to the statutory requirements. Is it not obvious, therefore, that legislation which will serve best to aid community advertising, should be State-wide in its comprehension?

The subject will be approached with diffidence, perhaps, as it involves the question of public expenditure and taxation. Two important factors enter materially therefore into consideration:

First, the trend and tendency today in the seats of government, national, State and municipal, are toward reduction of taxes.

Second, while the discussion must of necessity be general in its scope, the practical application must be governed to a considerable extent by local conditions.

Statutory provisions for municipalities to advertise themselves are by no means in the experi-

mental stage. Relatively few States, it is true, permit the cities within their borders to set apart any portion of the municipal funds for these purposes. Yet these statutes have been operative for varying periods; and, so far as can be learned, there has been no demand for their repeal.

Time does not permit of thorough analysis of these laws. Nor is it possible to discuss in detail the relative merits of the methods employed or the objectives planned or attained.

The accompanying list will indicate the States which do and do not permit, by statutory provision, municipalities to appropriate funds for advertising:

State	Statutory Provision	Contemplated
Alabama	No	No
Arizona	No	No
Arkansas	No	No
California	Yes, by County levy	
Colorado	No	No
Connecticut	Yes, Implied	
Delaware	Yes, Optional	
Florida	Yes, Special authority	
Georgia	No	No
Idaho	No	No
Illinois	No	No
Indiana	No	No
Iowa	No	No
Kansas	No	No
Kentucky	No	Yes
Louisiana	No	No
Maine	Yes	
Maryland	No	No
Massachusetts	Yes, Special Charter	
Michigan	No	No
Minnesota	No	No
Missouri	No	No
Mississippi	Yes	
Montana	No	No
Nebraska	No	No
Nevada	No	
New Hampshire	Yes	
New Mexico	No	
New York	Yes, Special Charter	
New Jersey	Yes, County Levy	
North Carolina	No	No
North Dakota	No	No
Ohio	No	No
Oklahoma	No	No
Oregon	Yes, Home Rule	
Pennsylvania	No	No
Rhode Island	No	No

Portion of a talk delivered June 22 at Philadelphia before the Community Advertising Session of the convention of the Associated Advertising Clubs of the World.

State	Statutory Provision	Contemplated
South Carolina	In absence of prohibitory legislation municipalities exercise discretionary powers.	
South Dakota	Yes	
Tennessee	No	No
Texas	No	No
Utah	No	No
Vermont	No	No
Virginia	Yes, With exceptions	
Washington	No	No
West Virginia	No	No
Wisconsin	Yes, Home Rule	
Wyoming	No	No

Study of existent statutes, however, may be sufficiently interesting to merit further and more thorough research. Opinion may differ as to the feasibility of the several laws which this informal survey reveals. South Dakota probably fills the requirements most satisfactorily.

Chapter 230, South Dakota session laws 1923, Section 6170, paragraph 15, provides as follows:

To levy a tax of not exceeding one mill each year on each dollar of taxable property within the city for the purpose of advertising the city's possibilities and advantages to the world as a home and as a location for factories and other legitimate enterprises. Such tax shall be used for no other purpose. It shall be levied, certified and collected as other city taxes. It shall be the duty of the city treasurer to keep all moneys received from the county treasurer under this subdivision in a special fund, and deposit the same in one or more banks in the city and receive therefor interest-bearing certificates of deposit. This is to be continued until such time as the governing body of the city shall authorize the expenditure of such funds; provided, however, that in case there is in such city a body of citizens organized as a commercial club and incorporated under the laws of the State for the purpose of developing such city and protecting and advancing its interest, the governing body of such city may in its discretion turn over such fund or any part thereof to such association for payment of expenses incurred for advertising and publicity as aforesaid.

In passing, however, certain other State statutes are worthy of brief comment. California and Florida make provision along somewhat different lines.

California empowers the Boards of Supervisors of counties "to levy a special tax not to exceed two cents of the one hundred dollars of the existing valuation of all property within the county to be used for advertising, etc., provi-

ded however, that if said rate of two cents will not reach five thousand dollars in any one year the Board of Supervisors may appropriate from the general fund of the county an amount sufficient to make up the deficiency."

In this connection, it is interesting to note that the county and city of San Francisco are consolidated thus permitting the city to benefit under the county provision.

In Florida, the city or county desiring to levy a tax for community advertising purposes must secure permission from the Legislature.

Delaware, according to the advice of the State Librarian, has no statutory provision permitting municipalities to set aside any portion of its revenues for community advertising purposes nor on the other hand any law prohibiting a City Council from setting aside a certain sum in the city budget for it. In the language of that official "it rests with the Council."

Maine, on April 1, 1925, approved a law permitting cities and towns to appropriate a sum, not exceeding a mill on the dollar, for advertising "the natural resources, advantages and attractions of the State or such city or town."

New Hampshire provides that "towns, at any legal meeting, may grant and vote such sums of money as they shall judge necessary for . . . advertising and calling attention to the resources and natural advantages of the town." In Massachusetts, the question of statutory authority for all cities was submitted via referendum to the various chambers of commerce by the Massachusetts State Chamber of Commerce. The movement was defeated.

New York permits certain cities to advertise under special charter provisions. Virginia grants similar permission except to the cities of Roanoke, Radford, Charlottesville, Bristol, Kenbridge and Victoria and the cities and towns in Montgomery and Franklin counties, the levy not to exceed one per cent of the revenues. Oregon and Wisconsin cities may be allowed the privilege under home rule statutes.



1 out of 2

When a prominent advertising agency asked a random list of 326 business and professional men -

What do You Read?

160 replied: Nation's Business and 37 % of them prefer it To a dozen other great magazines.

Send for this investigation - it's brand new.

NATION'S BUSINESS

Washington

Circulation 222,000

(Member A.B.C.)

How Much Should the Technical Booklet Cost?

AMERICAN SCHAEFFER & BUDENBERG

CORPORATION

BROOKLYN, N. Y.

Editor of PRINTERS' INK:

The writer would appreciate any information you can give him or reference to articles which may have appeared in PRINTERS' INK, on the following problem:

We plan to publish a library of manuals referring to the practical application of our industry instruments to various industrial processes. Our idea is to have these books written by recognized authorities actively engaged in the industry in question. We secured the names of suitable men through the co-operation of the editors of trade journals. The only difficulty we are experiencing is in the matter of finding a proper basis to remunerate these men for their work. We assume there must be a standardized or customary method of remuneration for writing technical books, and we are wondering whether you can tell us what it is.

We would like to pay by results, which to us means so much per printed page or per hundred words finally printed. Most of our contributors want to be paid either so much an hour, so much a day or so much per book, regardless of its length. Some of these books may only be twenty-four pages, while others might run into several hundred pages. Some of the pages will have nothing but drawings on them, while others will be solid type. The drawings will be made by us from rough pencil sketches furnished by the authors.

Any help you can give us will be very much appreciated. A stamped and directed envelope is enclosed.

AMERICAN SCHAEFFER & BUDENBERG
CORPORATION

G. A. BINZ,
Sales Manager.

IN a day when authors are being paid anywhere from one dollar a column to several thousand dollars a short story, it is difficult indeed to tell how much an advertiser should pay for a booklet, technical or otherwise. One is tempted to advise an advertiser to pay as little as possible for as much as he can get, but experience has shown that a few extra dollars paid for good work often save a few hundred dollars that might be lost because of a slipshod job.

It is probable that most of the technical men who would be logical authors of the booklets mentioned by Mr. Binz have already had some of their work published and

have more or less established rates. If he can determine their established rates, he will be pretty safe in paying those rates unless experience shows that the rates are out of proportion to the good to be derived from the books. Where he feels the rate is too high, no harm will be done if he makes an author a flat offer of what he feels the book should cost.

Professional booklet writers usually have established rates running as high as several thousand dollars per booklet. These men, however, would not be able to do books of a technical nature such as are required by Mr. Binz.—[Ed. PRINTERS' INK.]

Dayton Advertising Service Changes Name

H. M. Tucker & Company, Dayton, Ohio, advertising, have changed their name to the Tuck-Nell Advertising Laboratories. W. E. Grenell, formerly with the Dayton Scale Company, has joined the Tuck-Nell company as a partner and sales manager. H. M. Tucker is general manager.

Pacific Coast Chain Stores Appoint Derek White

Derek White has been appointed advertising and promotion manager of the C. J. Breier Company, operator of a chain of department stores in fifty-six towns of the Pacific Northwest. Plans are under way for an extended advertising campaign.

W. E. Cain to Represent "Manufacturing Industries"

William E. Cain, formerly with the A. W. Shaw Company, has been appointed Western advertising representative of *Manufacturing Industries*, New York. His headquarters will be at Chicago.

New Commercial Art Studio at Minneapolis

Tod Hart, recently with the Cole & Wickham Printing Company, Minneapolis, and at one time president of the Hart-Kaiser Studios of that city, has opened a commercial art studio at Minneapolis.

M. C. Mogensen Appoints G. S. Wiers

George S. Wiers, formerly with the Chicago office of Gilman, Nicoll & Ruthman, publishers' representative, has joined the Chicago staff of M. C. Mogensen & Company, Inc., publishers' representative.

“Johnny, Get

When mother tells little Johnny or little Mary to get the Sunpaper, she doesn't give them the pennies and start them down to the corner store.

The Sunpaper is already at the house—right outside the door—delivered there by a Sun Carrier. All Johnny has to do is open the door and bring it in!

That's the way the Sunpapers—Morning, Evening and Sunday—are delivered to thousands of Baltimore homes. That's why we always speak so proudly and so confidently of the fact that Sunpaper circulation is home circulation.

The newspaper that is assured of a welcome in the home is the news-

the Sunpaper"

paper that is read from the first page to the last by the whole family. In Baltimore, you can assure yourself of a cordial welcome, a permanent seat at the family table, by letting the columns of the Sunpapers introduce you.

Then when Johnny gets the Sunpaper, he'll bring in your message, too!

Average Net Paid Circulation for Month
of May, 1926

Daily (M & E) 252,330

Sunday - - - 192,051

A Gain of 7,468 Daily and 6,526 Sunday
Over May, 1925

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"**

Detroit Is Growing Skyward...

Only three other American structures—the Woolworth Building, Metropolitan Tower and the Singer Building—will be higher than the new Penobscot Building in Detroit, when erected. Detroit is rapidly stepping ahead in every phase of commercial, industrial and financial endeavor.



Unique among American cities in progress, Detroit is also unique in the fact that it is served by only one morning newspaper, The Detroit Free Press. Through it you may present your selling messages most effectively during the most productive hours of the day in the most responsive market in America, and at a greatly lowered cost, per line, per result and per sale.



The Detroit Free Press

VERREE & CONKLIN, Inc.
National Representatives

New York Chicago Detroit
San Francisco

Old King Coal Won't Be King Much Longer If He Doesn't Advertise

It Is Time the Anthracite Industry Got Together and Met Competitive Advertising

By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

IN almost every business the producers, manufacturers and wholesalers are advertising heavily, and are trying as best they can to get their retailers to do likewise. In the anthracite coal industry, however, the mistaken idea has arisen that the full load of paid publicity should rest on the shoulders of the retailers.

One of the leading coal trade papers has actually printed an editorial with the title "The Retail Coal Merchant—His Opportunity for Selling the Coal Industry to the Public," and then goes on to say: "Really informative publicity would protect the great majority of operators from the criticism that can only be properly leveled at the minority." (Herbert Hoover.)

In fact, coal retailers are beginning to blaze the advertising trail for the coal industry. Probably one reason for this is that in many places, in spite of the coldest April for years, tonnages have been from 25 per cent to 35 per cent under those of last year. In the city of Trenton, the coal dealers have banded together and are advertising the wisdom of spring and early summer coal buying, in the daily newspapers. In Milwaukee, the retail coal dealers have entered a co-operative advertising campaign which is already proving effective. The copy is written by a committee of coal men upon actual present-day problems in their local industry. "For Winter Comfort, Buy Coal Now," the slogan, is featured with a plain sales talk and every advertisement is signed, "Your Fuel Dealer." The campaign is now running in six daily newspapers, including German and Po-

lish sheets. Finances are raised by a levy of one cent a ton on each dealer's gross tonnage sale. Some of the more progressive dealers have been so well pleased as to increase their contribution (voluntarily) to two cents a ton in order that the advertisements may be run over a longer period of time.

In other parts of the country outstanding retailers are hammering away in the newspapers and with direct-mail circulars, as well as posters, trying to stimulate summer coal business. Our company is steadily pursuing this course. But it is a fallacy to believe for a minute that the retailers can give the anthracite coal industry the widespread national publicity which it must have.

OPERATORS MUST ADVERTISE

There is a limit to what such local advertising can do, and it would be very unwise for the operators to pass the advertising buck to the retailer. In short, both the branches of the industry should advertise heavily, but with this difference: The retailer can and should do everything in his power to stimulate local buying. His sphere of advertising influence, and activity is decidedly local and will vary as the locality changes. He cannot cope with broad national policies or fundamentals of the industry. These must be handled in a national way by the anthracite operators.

At no time has such a national campaign been so necessary as at present. Never has there been so much competition for the coal business, so much advertising competition. Here we can find a single oil burner corporation with an in-

vestment of possibly \$750,000, spending more money on advertising and sales promotion annually than a gigantic basic industry of our country with an investment of over three-quarters of a billion dollars.

The gas companies are beginning to make a bid for house-heating business. It is said the American Gas Association has voted a \$500,000 appropriation for advertising the promotion of this business during the coming year. With increased volume, it is quite possible that a house can be heated almost as economically with gas as with coal, so developing another serious competitor, which for the time being expense has checked. This means more coke, produced in the manufacture of gas, must be marketed with displacement of further coal tonnage. Coke companies have a tendency to be effective and steady advertisers.

All these national competitors, therefore, advertising in national mediums, are trying to wean business away from the coal industry, while the latter maintains a dignified, if unwise, silence. It can be seen that such sales-promotion competition cannot possibly be met with retailer advertising.

RETAILERS PREFER COAL

Without a question, retailers would prefer to handle anthracite coal, but new demands created by competitors, advertising nationally, have forced many dealers to handle coke, prepared bituminous coal, fuel oil, and every other kind of heating material at the risk of losing hundreds of their old customers and seriously threatening the prosperity of their business.

The fuel merchant must keep his customers warm no matter what they ask for. If he doesn't, he must lose them altogether to a competitive fuel which is strongly advertised.

The retailers' little local advertisements look rather pale alongside of competing advertisements. Unless the operators follow the latter's suit, it will be difficult for the retailer to sell.

It is a question whether the re-

tailer can safely advertise at all, unless the operators adopt some definite merchandising plans and stick to them. A couple of years ago, pea coal was a drug on the market and the operators urged dealers to advertise it for banking fires. We did so, spending considerable money and time on the campaign, and finally worked up a nice tonnage in pea coal. Today, it is almost impossible to get shipments of pea coal, because it is so scarce, and the operators advise us to advertise buckwheat instead, but what are we going to do with the customers whom we have sold permanently upon the use of pea coal? Such temporizing has made profitable advertising very difficult for the retailer, if not almost impossible.

Again, the coal industry must find an *idea*. There has been too much belief that "coal is coal." To sell or to advertise with this conception current, and without an outstanding idea or argument to feature, is impossible.

In the past there was the money-saving idea, since coal could be bought cheaper in the summer months than during the winter. This year, there was no spring reduction in price, so that the money-saving idea could not be featured. Coal is already backing up, because the public is not buying as it should during the summer, and as a result there will probably be a temporary shortage again this fall, although no concerted effort is being made by the operators to sell the idea of summer buying this year. This difficulty will never be surmounted until a sound merchandising plan is put permanently into effect and advertised nationally.

For instance, a plan has already been suggested whereby the price of coal be reduced \$1 on May 1, instead of April 1, as has been the custom, because April is usually an actual coal-consuming month. Then, monthly increases of twenty-five cents a ton should take place until September 1, when the regular winter price schedule would go into effect. This would be a decided stimulant

A Natural Growth

DURING the past ten years the circulation of Fashionable Dress has grown from less than Two Thousand copies a month to an average in excess of One Hundred and Fifty Thousand for the year 1925. (A.B.C.)

Within the last four years its circulation has increased 134%.

The importance and significance of these figures can only be appreciated when it is realized that this extraordinary growth is wholly due to word-of-mouth advertising.

The circulation of Fashionable Dress has steadily increased for ten consecutive years as the result of a natural acceptance of its editorial value.

*Largest Circulation of Any Fashion
Publication in the Class Field*

FASHIONABLE DRESS

Member Audit Bureau of Circulations

to the public for early coal buying, relieve cold-weather congestion, seasonal shipments and production, and put a real sales argument into the mouth of every retail coal dealer to use over the telephone, in his circulars and his advertising. This "money idea" has always been effective in stimulating early coal buying and makes an excellent sales talk.

Another constructive idea is one put forth by Samuel Warriner, chairman of the Anthracite Operators' Conference, advocating the inspection of all coal, so that a certificate of quality could be rendered with each car, and that all standard anthracite should go under some trade-marked name and it could then be advertised as "Certified Coal." This, coupled with the money-saving idea, would make excellent advertising capital, especially in view of the fact that the preparation of hard coal has very often been poor and decidedly not up to standard, and this bad preparation, together with advertising silence on the part of the coal industry, has been at the source of much lost business. No better argument against the statement that coal has nothing to advertise and therefore cannot advertise, could be advanced than the above two suggestions.

The coal operators would do well to take a leaf from the merchandising book of building material manufacturers. The building material manufacturers have many products for which we are dealers. They are advertising extensively, in national mediums as well as the large metropolitan daily papers. They are advertising to our carpenter customers through technical papers and trade journals also. They offer us window displays, envelope stuffers, advertising folders, fine newspaper electrotypes, all free of charge. The anthracite industry has begun to realize this weakness and is seriously working on the problems of dealer helps and educational matter at the present time. It is very important work and cannot be over-estimated.

It will not do for the coal industry to sit back and say that it can

produce only so much tonnage and that the increase in population will absorb whatever tonnage is lost to competing fuels. This is an ostrich-head policy without the sand. Today there is more and keener competition than the coal industry has yet had, and it can be met with only one weapon—advertising which is as effective as that which competitors are using. The average commuter is not one whit interested in whether coal production is so many million tons behind this year over what it was last year. It doesn't register.

This is a case for concerted effort on the part of the operators. Several producing companies are sold on advertising individually. The Philadelphia and Reading, one of the largest companies, has in the past done some excellent advertising of its own. Other companies have published instructive booklets, folders and advertisements from time to time, but it has all been too sporadic. It is high time for the industry to unite and advertise.

M. A. Holmes Joins Commerce Motor Truck Company

M. A. Holmes, formerly general manager of the Transport Truck Company, Mt. Pleasant, Mich., has joined the Commerce Motor Truck Company, Ypsilanti, Mich., manufacturer of the Commerce Relay Drive truck, as director of sales.

F. P. Harrington with General Tire & Rubber Company

Frank P. Harrington, recently Eastern sales manager of The Polson Rubber Company, Cleveland, has been appointed manager of accessory sales of The General Tire & Rubber Company, Akron, Ohio.

G. R. Kinney Sales Increase

The G. R. Kinney Company, New York, chain shoe store operator, reports sales of \$3,461,219 for the first three months of 1926. This is a gain of 3.7 per cent over the same period in 1925 when sales were \$3,337,632.

New Jersey Publishers to Meet

The New Jersey Press Association will hold its annual summer meeting from June 24 to 28, at Lake Minnawaska, N. Y.



A Corporation President Sells His Friends

What is the single purpose of The United States Daily?

To furnish business and financial leaders with a day by day record of Government action as it affects their business.

Is this information important to American business?

Hear what Mr. Samuel T. Bodine, President of The United Gas Improvement Company of Philadelphia, says:

"I have been so much impressed by the value of The United States Daily that I am constantly mentioning it to my friends. I receive it at my home at Villanova, Pennsylvania, and spend the greater part of every evening after the rest of the family have retired in reading its most interesting and informative pages. . . ."

The United States Daily

Established March 4th, 1926

Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising

New York Office:
52 Vanderbilt Ave.

Chicago Office:
London Guarantee Bldg.

San Francisco Office:
Bulletin Building

PASSENGER-CAR MA USING THE CONDÉ NA

*With a Resumé of Their Use of These
the Past Six Y*

1921

Stutz

1922

Cadillac
Jordan
Chalmers
Packard
Wills Ste. C.

1923

Buick
Cadillac
Chalmers
Dodge
Jordan
Lincoln
Packard
Stutz
Wills Ste. C.

19

Buick
Cadillac
Chalmers
Jordan
Lincoln
Packard
Mar
Nash
Pier
Roll

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All Members of the Audit Bureau of Circulations

R MANUFACTURERS É NAST GROUP IN 1926

of These Three Magazines During
Past Six Years

1924

Buick
Cadillac
Chrysler
Jordan
Lincoln
Packard
Marmon
Nash
Pierce-Arrow
Rolls-Royce

1925

Buick
Cadillac
Chrysler
Dodge
Jordan
Lincoln
Marmon
Packard
Pierce-Arrow
Wills Ste. C.
Willys Knight

1926

Buick
Cadillac
Chrysler
Dodge
Franklin
Gardner
Jordan
Lincoln
Marmon
Nash
Packard
Paige
Pierce-Arrow
Stutz
Renault
Rolls-Royce
Wills Ste. C.
Willys Knight

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All Members of the Audit Bureau of Circulations

AGAIN—

All Advertising Records Broken in May Business

For five years October, 1920, stood as the record month in the history of The News in point of volume of paid advertising; this record was broken in October, 1925, and that new record was again smashed in November, 1925. April, 1926, went ahead of November and now comes May to set another new mark.

Volume of Advertising—May

Local	1,181,194
Classified	184,996
National	325,752
Total	1,691,942

**The News Gain in National Lineage,
1926 over 1925, is 170,408 lines**

The newspaper situation in Birmingham is constantly changing—in favor of the increased dominance of The News. For many years The News had had an overwhelming supremacy in volume of paid advertising. The margin is wider today than ever before.

For the first five months of 1926, The News has gained more than 733,600 lines of advertising over the same period of 1925, a much larger gain than has been achieved by any other Alabama newspaper.

Unprecedented prosperity in the Birmingham district, coupled with an ever increasing dominance of the newspaper field in Alabama, achieved this remarkable result for May.

The Birmingham News possesses the full confidence of readers and advertisers alike, or it could not continually break its own records.

Daily 81,088—Circulation—Sunday 93,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

How Westinghouse Jobbers Were Sold on a Special Drive

Every Jobber to Whom This Campaign Has Been Presented Has Signed on the Dotted Line and Is Giving His Active Support

By Edwin L. Andrew

Assistant to Manager, Department of Publicity, Manager, Sales Promotion Section, Westinghouse Electric & Manufacturing Company

THE Westinghouse Automatic Iron was, in 1924, a new and outstanding addition to a long established, extensive and successful line of electrical heating devices, sold through jobbers and dealers. The iron embodies the Spencer Klixon thermostat. By means of this simple and positive device, the iron cuts off its own current when it reaches a definite top temperature. The current remains off until the temperature drops to the ideal low temperature limit, when the current is automatically turned on again.

Here was an article for the jobber and dealer to become enthusiastic over. In 1924, the enthusiasm was almost self-generated and although the price was considerably above the market for ordinary electric irons not having automatic control, sales jumped by leaps and bounds.

The next problem in merchandising which was approached this spring, was to maintain this enthusiasm at a high pitch. The plan used was a combination of time-tried methods in a form which may be new to some readers of PRINTERS' INK.

First, a careful market analysis was made. That is not new. Second, county bogeys were set. That is not new. Third, the bogeys were applied to individual jobbers. That is not new. Fourth, certain advertising was laid out, based on the bogeys. That in itself is not new. But the presentation of the analysis to each individual jobber in justification of his bogey and the predication of all advertising and other company effort in that jobber's territory, not only upon his acceptance of the bogey but also upon his placing an initial order

amounting to three-quarters of his campaign bogey—that has some elements of novelty.

Let us take a look at the market for the Westinghouse Automatic Iron. Statistics say that ninety-two out of every one hundred wired homes in the country already have an electric iron. That means that the market today for the ordinary electric iron is only eight homes out of every one hundred now wired, plus, of course, normal replacements. But we claim that the market for the Automatic Iron is one hundred out of every one hundred wired homes because it is a sufficiently advanced article to warrant its supplanting every standard iron now in use.

ANALYZING THE MARKET

That makes the job of market analysis a relatively simple one. First, a count of wired homes by counties over the entire United States was made. This factor was then weighted by government income tax statistics. The resulting figure was again weighted by knowledge of the comparative efficiency of the sales organization of the individual jobber. By this means, there was set a reasonable annual sales bogey, large enough to constitute a real goal for each jobber and yet not too difficult of realization to discourage him at the outset. It was then estimated that in view of the concentrated effort which was to be asked and because of the immediate advertising support which would be given, one-third of this annual bogey would be set for the period of a four-weeks' campaign. This figure was made the basis of the sales presentation to the jobber.

The use of the regular county

count of wired homes was considered sound because in spite of the fact that a large volume of irons is sold today by specially concentrated effort on the part of merchandising departments of electric service companies, the balance wheel of the business and the day-by-day and week-by-week volume of the jobber comes from regular retail outlets in hamlet, village, town and city.

It was next determined that a fixed amount per iron on each bogey would be spent on advertising during the period of concentrated effort. This amount was divided approximately two-thirds to newspaper advertising and one-third to dealer sales helps. Having thus determined the amount of newspaper money available for each territory, a group of newspapers was chosen the circulation of which could be determined as covering effectively approximately 80 per cent of the wired homes in each jobber's territory. Six newspaper advertisements were prepared and each of these was arranged in three sizes—four columns by twelve inches, three columns by ten inches and two columns by seven inches. A combination of various sizes of the six standard advertisements was found for each newspaper which would entail a practically uniform dollar expenditure per thousand wired homes in the territory covered effectively by that newspaper.

This carefully worked out newspaper schedule was backed by a campaign of nine full pages in two national weeklies which was scheduled to run over a period of about nine months and timed to start when most of the local campaigns would be under way.

The sales helps for the dealer consisted of a folder of the iron itself, a folder on ironing methods in general prepared by domestic science experts and, of course, pointing incidentally to the use of the Automatic Iron, stickers for correspondence and bills, broadsides for use on mailing lists, if any, and an attractive set of window cards. These were offered to the dealers on the basis of a

fixed net value of sales helps per iron ordered.

Most of these things have been done by everyone who sells nationally. The effort was, in essence, a national campaign, and the difficulty of getting exceptional enthusiasm from an individual jobber toward participation in a national campaign is well known. The high light of this plan, therefore, was the presentation of the story to each jobber in such a way that, insofar as he was concerned, the campaign was his own private proposition, and moreover, the effort in his community was made absolutely dependent upon his acceptance of the concretely stated proposition. This task of individualization was accomplished by outlining to each of about sixty jobbers the complete campaign and the complete co-operation expected of him. This outline was given in an individual portfolio with hand-lettered cover addressed to the respective jobber.

A COMPLETE PORTFOLIO

These portfolios were sent to the Westinghouse district offices from the headquarters of the merchandising department at Mansfield. They contained 100 per cent of the proposition so that the Westinghouse representative had but to be armed with this simple portfolio plus, of course, his own sales ability to present the complete story. Here is what the portfolio said in essence:

"Here are the reasons why we want you to make a special effort on the Automatic Iron." (Brief sales talk about crucial moments, golden opportunities and the glorious future.) "Next, Mr. Jobber, here is a list of the counties in your territory and the irons which you ought to be selling in each county and this is how we have arrived at your county bogey. We believe you can sell one-third of this bogey during a four-weeks' effort on the basis of our advertising efforts and concentration by yourself. We propose to run these newspaper advertisements (showing him preprints) in such and such cities of your territory which,



What other New York newspaper gained 125% in circulation during the past year?

“There’s no place like home”—and the Graphic goes there.

NEW YORK
**EVENING
GRAPHIC**

Bernarr Macfadden, *Publisher*

Harry A. Ahern, *Advertising Manager*

25 City Hall Place, New York

168 N. Michigan Ave., Chicago

as you can see by this colored county map, cover effectively 82 per cent of your wired homes, and you will notice we have arranged the advertising so that the average expenditure in each paper per thousand wired homes is reasonably uniform.

"Then here are the sales helps and the amount which you can give each dealer. Behind all this, Mr. Jobber, is the national advertising campaign of which we are showing you preprints. Of the total cost of this national campaign an exact number of dollars represents the cost of the national advertising effort going into your territory. We are doing all these things even to the providing of a complete set of figures on which you can bogey your salesmen.

"We ask that you will agree to the bogey and use our figures to load your salesmen, that you will hold a special meeting of your salesmen in advance of this activity, that you will keep your men as free as possible from other special responsibilities during the selling period, and that you place an order now for 75 per cent of your campaign bogey as evidence of your support of this effort."

The running of the campaign was thus made dependent upon the fulfilment of certain conditions by the jobber.

The mechanics of the campaign worked about as follows: The jobber agreed to the campaign and placed an initial order. The local Westinghouse advertising man then worked with the jobber to set dates for the newspaper advertising, allowing about four weeks for the jobber's sales effort in advance of the consumer campaign. Headquarters was then advised of the placing of the order, the dates of the advertising, the quantity of sales helps needed and the number of salesmen's portfolios which would be required. Upon receipt of this information, literature was shipped, the advertising contracts placed and the salesmen's portfolios prepared so that they were on their way within three days after notice of acceptance of the campaign.

These salesmen's portfolios were attractive books of cover stock approximately ten by thirteen inches in size and containing a well digested sales talk on the iron for the assistance of the salesmen, and preprints and samples of all advertising. So far as this part of the portfolio was concerned, they were standard for the entire country, having been made up in advance. Immediately upon receipt of notice from the jobber, the proper group of advertising preprints for that jobber's territory was mounted in the portfolios and sheets giving an analysis of both the newspaper and magazine coverage for practically every town in the territory over a thousand population were added to the standard portfolio and rushed to the jobber. These analysis sheets were very important, as they enabled the salesman to go into any community, regardless of whether it happened to be an actual point of publication of one of the newspapers used or not, and show the dealers in that community the extent of newspaper and magazine support being given to them.

RESULTS

Now, as to the results. Records at this writing show that every jobber to whom the campaign has been presented has accepted. Only seven jobbers out of the entire group have not been approached because of other special Westinghouse efforts in which they are temporarily engaged. The initial orders received amount to 91 per cent of the total of the initial orders asked when the campaigns were presented. Jobbers are daily reporting reaching and exceeding their bogeys and reorders on their part sustain these reports. Electrical jobbers who have never specialized on the merchandising phase of their business have been awakened to the possibilities of this classification of their lines. Reorders are being reported in gratifying quantities from dealers. Jobbers are reporting an increase in mail orders from dealers and mention the ease with which their salesmen obtain repeat orders the



Chesterfield

CIGARETTES

World's Largest Spectacular Electric Sign

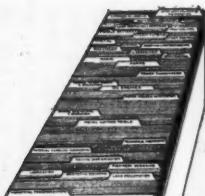
Most beautiful in design and color—most interesting and unique in animation. Two giant signs,—size of each 215 ft. in length and 55 ft. high,—sweeping the Atlantic City Boardwalk, East and West from the Steeplechase Pier, for nearly two miles. Thirty-five Maxwell men—electricians, structural iron, sheet metal, painters, carpenters—were employed for four months in the manufacture and construction of this sign. 26,000 electric lamps are used in this double display. Four iron conduits,—each 6 inches in diameter,—convey the electricity to this sign. The control flasher used to operate this sign is a world's record in size and action.

*Our own manufacture, construction and exclusive electric development
leased, operated and maintained by*

STRICTLY
INDEPENDENT

The R. C. Maxwell Co. Trenton N.J.

*Not a part of any other
corporation—association
or affiliation.*



Knowledge of your industry



A Few Facts from The Experience Index



Going through the McGraw-Hill experience file at random you will find such facts as these:

- 5 McGraw-Hill men formerly in automotive engineering.
- 8 McGraw-Hill men formerly in material-handling engineering.
- 2 McGraw-Hill men formerly in subway construction.
- 12 McGraw-Hill men formerly with process (chemical) industries.
- 9 McGraw-Hill men formerly in electrical merchandising.
- 4 McGraw-Hill men formerly consulting engineers.
- 16 McGraw-Hill men formerly with central stations.
- 9 McGraw-Hill men formerly with electric railways.
- 6 McGraw-Hill men formerly machinery designers.

And so on.

From shop and mine, from factory and generating station, from chemical laboratory and construction job, from jobber and dealer, have come the men who make the McGraw-Hill organization. Production men, operating experts, specialists in selling from many industries have come to develop the McGraw-Hill Publications as authorities in industry. . . . authorities, first, to their subscribers, the creators and builders of industry . . . authorities, next, to the men who are selling to industry.

As editors, department heads, service men, marketing counselors and field representatives, these men have become essential units in the McGraw-Hill organization, absorbing its purpose and spirit and devoting their fine attainments to carrying forward its traditions of over a half-century's service to industry.

The experience of these men has been cataloged, classified and filed for instant reference. That file is the nerve center of the organization. Thumb over the index tabs and it will be strange if you do not find a man, or twenty men, who have a working knowledge of the industry to which you sell, or the equipment which you make.

For more than fifty years the McGraw-Hill Company has known industrial America. Its contacts have been inside contacts; its fund of experience is the composite gained in shop, factory and field.

Through this intimate knowledge and constant contact, McGraw-Hill seven years ago opened the step that industry is now taking in applying to its selling the same science and caution that have advanced industrial production and reduced costs. The service of McGraw-Hill Publications was extended to embrace not only the publishing of technical information on production and engineering but counsel on scientific, waste-free selling. This counsel is epitomized in the following McGraw-Hill Four Principles of Industrial Marketing which to-

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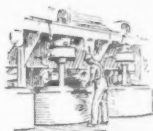
McGraw-Hill

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CONSTRU

ELECTRICAL

AMERICAN
CHEMICAL



is here!

day are bringing country-wide endorsement from industry, bank, advertising agency and university.

MARKET DETERMINATION—An analysis of markets or related buying groups to determine the potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

BUYING HABITS—A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

CHANNELS OF APPROACH—The authoritative publications through which industries keep in touch with developments are the logical channels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

APPEALS THAT INFLUENCE—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

These Four Principles are more than a formula. They are a method, repeatedly tested by practical application, backed by a half-century of intimate acquaintance with industry. Any manufacturer selling to industry can apply them to advantage in his own marketing program. Our Marketing Counselors will be glad to lay the details before you or your advertising agent. A conference can be arranged by communicating with our nearest office.

McGraw-Hill Publishing Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London

McGraw-Hill Publications

45,000 Advertising Pages used Annually by 3,000 manufacturers to help industry buy more effectively.

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD
SUCCESSFUL METHODS

ELECTRICAL
ELECTRICAL WORLD JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

INDUSTRIAL
AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

MINING
ENGINEERING & MINING JOURNAL
COAL AGE

TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

OVERSEAS
INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(EUROPEAN EDITION)

RADIO
RADIO RETAILING

CATALOGS & DIRECTORIES
ELECTRICAL TRADE CATALOG
RADIO TRADE CATALOG
KEYSTONE CATALOG
(COAL EDITION) (METAL-QUARRY EDITION)
COAL CATALOG CENTRAL STATION DIRECTORY
ELECTRIC RAILWAY DIRECTORY
COAL FIELD DIRECTORY
ANALYSIS OF METALLIC AND NON-METALLIC
MINING, QUARRYING AND CEMENT INDUSTRIES

second and third time around. All of this indicates that the campaign may be counted a success, not simply because of the large volume of immediate business obtained, but because it was successful in building a distribution which means a continuous repeat business—and that is the lifeblood of the jobber's profits and the manufacturer's existence.

A. O. Roberts with Star Rubber Company

Arthur O. Roberts has been made manager of advertising and sales promotion of the Star Rubber Company, Akron, Ohio. He was formerly editor of "Tire Trade News," published by the Miller Rubber Company, also of Akron. At one time he was assistant advertising manager of the Velie Motors Corporation, Moline, Ill.

G. S. Dyer Joins Friend-Wiener-Donohue

George S. Dyer has joined the Friend-Wiener-Donohue Advertising Company, Inc., New York, as an account executive. He was formerly vice-president of the Irwin Jordan Rose Company, Inc., also of New York. Prior to that time he had been secretary of Henry Decker, Limited, New York.

United States Leather Account for Frank Seaman

The United States Leather Company, New York, the selling organization of the Central Leather Company, has appointed Frank Seaman Incorporated, New York advertising agency, to direct its advertising account. Newspapers, magazines and business papers will be used.

New Account for Henry Decker Agency

The Brilliantone Steel Needle Company of America, New York, manufacturer of Phonograph needles, has placed its account with Henry Decker, Ltd., advertising agency, also of New York. Newspapers and business papers are now being used.

D. J. Hinman with I. A. Klein

D. J. Hinman, formerly with Gilman, Nicoll & Ruthman, has joined the staff of I. A. Klein, publishers' representative, New York. Mr. Hinman was at one time business manager of Campbell, Moss, Johnson, Inc., former New York advertising agency.

Miss Grace Chandler, formerly of N. W. Ayer and Son, has joined the copy staff of C. M. Kembrey, Philadelphia advertising agency.

History of Ostermoor Slogans

OSTERMOOR & COMPANY
NEW YORK, JUNE 8, 1926.

Editor of PRINTERS' INK:

I have been greatly interested in observing your listing of slogans, and while I have not yet seen a complete list (which I would greatly appreciate), I beg to submit our slogans with earliest dates of usage, as follows:

"Built—not Stuffed—for Sleep," used December, 1894. This we finally split for brevity, evolving therefrom in 1895, the two following slogans: "Built for Sleep" and "Built—not Stuffed."

"Built—not Stuffed" has been used continuously and consecutively by us in each and every Ostermoor advertisement during the past thirty-one years.

"Built for Sleep" we have used continuously off and on during these thirty-one years, and, in 1903, we issued and copyrighted a booklet entitled "Built for Sleep."

For ten years past, we have made considerable use of a newer slogan in addition to the above, as follows:

"Proven Best for Rest"
"During 73 Years' Test"

We started in 1916 with "63 Years' Test," each year adding another year to bring it up to date, 1926 celebrating our 73rd year.

OSTERMOOR & COMPANY,
J. W. W. MOYER,
General Manager.

Seattle Garages Start Joint Campaign

The Seattle Auto Storage Garage Club, which represents over 200 storage garages in Seattle, has started an advertising campaign. The purpose of the campaign is to induce motorists to keep their automobiles in convenient garages rather than leave them in the open.

Kewanee, Ill., "Star-Courier" Sold

The Kewanee, Ill., *Star-Courier* has been sold to E. P. Adler, publisher of the Davenport, Iowa, *Times*, and president of the Lee Newspaper Syndicate. His son, Philip D. Adler, has been made publisher and editor of the *Star-Courier*.

Cone, Rothenburg & Noe, Inc., publishers' representative, has been appointed national advertising representative.

Federal Motor Truck Company Advances F. P. Soper

Frank P. Soper has been appointed sales manager of the distributor division of the Federal Motor Truck Company, Detroit. He has been with the company for twelve years and has served as assistant sales manager since 1917.

With Detroit Agency

George Sanglier, who has conducted his own commercial art studio at Chicago for the last ten years, has joined Kirk-Boynston, Inc., Detroit advertising agency, as art director.

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Announcing the first
appearance of a
Great New Monthly

The **AMERICAN**
LEGION *Monthly*
25 Cents July 1926



A New Serial by Arthur Somers Roche
Rupert Hughes • Grantland Rice • Frederick Palmer
W.W. Atterbury • William Allen White • Dwight F. Davis

Mr. Thomas JEFFERSON Goes Shopping

By Morgan Jones

As the nation's greatest statesman, Mr. Thomas Jefferson, is remembered for his wisdom and his courage, it is fitting that his memory should be kept alive in the hearts of his countrymen. One of the best ways to do this is by reading the story of his life and his work. This is the purpose of the new magazine, "The American Legion Monthly," which is now being published. It is a magazine for all who love their country and who want to know more about the men who have made it what it is today. It is a magazine that will give you a graphic conception of the splendid quality of this virile new magazine.



Jefferson



Just around

The
Story of a
Girl that Went
Over the Top and
Came Back
By Larry Evans



the



A Message

This week there appears a great new magazine

—the *American Legion Monthly*

—born of the patriotism of the American Legion, and dedicated to all who appreciate the importance of keeping alive those fundamental principles on which our nation was founded.

The thumb-nail illustrations on this page give a graphic conception of the splendid quality of this virile new magazine.

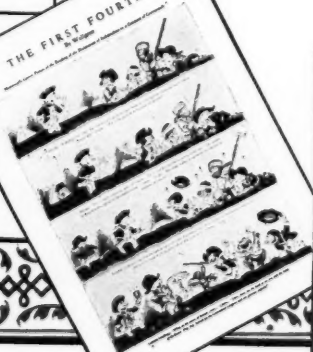
You who know the type of man who went to war for America will easily realize why this

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THE FIRST FOURTH

THE FIRST FOURTH



The AMERICAN LEGION

Why I am Still Going to School for MY COUNTRY

By Robert Hughes

Why I am still going to school for my country is a question that has been asked many times. The answer is simple: because I am still a citizen of this great nation. I am still a part of this great nation, and I am still proud to be a part of it. I am still proud to be a part of this great nation, and I am still proud to be a part of it. I am still proud to be a part of this great nation, and I am still proud to be a part of it.

round

the Corner

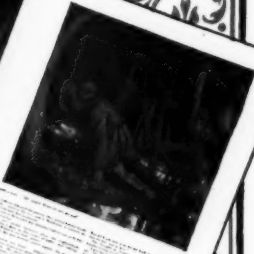


Illustration by
John Thompson

Two men in suits, one holding a cane, standing in a doorway. The man on the left is looking towards the right, while the man on the right is looking towards the left. They appear to be in a formal setting, possibly a club or a business office.

The Grouch

by
George S. Brooks
Illustration by
Spencer Craig



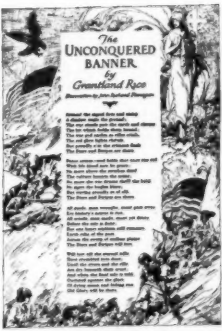
Advertisers

magazine will have a foremost place in the affections of its readers.

Its circulation is already established. Like most general magazines it is a member of the A.B.C. And—most important of all—most of its readers have a proprietary interest in its pages. They OWN it, and give preference to the firms that advertise in it.

These are some of the reasons why advertising in the *American Legion Monthly* is a paying proposition. Be sure that you see the July number.

AMERICAN LEGION Monthly

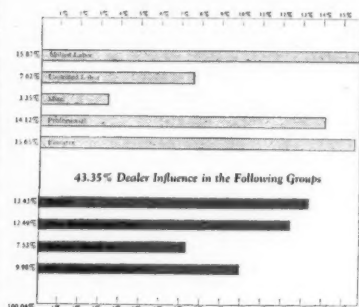


Bursts and Duds



Portrait of a man, likely a political figure. The text surrounding the portrait is partially obscured but appears to be a biographical or editorial piece.

Occupations of the Subscribers to AMERICAN LEGION MONTHLY



Above figures based on an analysis of
actual membership cards of 400,000
of the 675,000 Legionnaires

Dealer Influence Far Above the Average

Most magazine advertising is done for two reasons

- to reach the dealer through influence brought on the consumer
- and to reach the consumer through influencing the dealer.

The *American Legion Monthly* does both, for most of its readers are its OWNERS and as such are interested in seeing that articles advertised in the publication are carried by the stores they patronize.

This is neither theory nor fancy. Our files are full of letters which prove the truth of the statement. We'll gladly show them to the skeptical

In addition, we have actual proof of the fact that 13.43% of the members of the American Legion are DEALERS

- and that 43.35% have a strong dealer influence.

What greater leverage can you want than to reach *dealers* through a magazine which they own

—and which they know is being eagerly read by many of their best friends, members of their own organization, and loyal customers of their stores?

Advertisers are invited to write for a complete analysis of the *American Legion Monthly* circulation.

The AMERICAN LEGION Monthly

221 Madison Avenue New England Representative 410 N. Michigan Ave.
New York, N. Y. CARROLL J. SWAN Chicago, Ill.
Pacific Coast Representatives: BLANCHARD-NICHOLS-COLEMAN

The Government's Drive Against Fake Medical Advertising

Washington Bureau
of PRINTERS' INK

THE Federal Government is making it hot for the fake medical advertiser. Recently fraud orders were issued by the Post Office Department against forty-one concerns and parties engaged in the patent medicine business at Kansas City, Mo. More than that number of cases are now in course of disposition, and, on April 29, the Federal Grand Jury brought indictments against a number of Kansas City advertisers and distributors of alleged "cure-alls," "youth-rejuvenators" and other fake remedies.

While the fake medical industry appears to be centred in Kansas City, it is by no means confined to that place. The other day, Horace J. Donnelly, Solicitor of the Post Office Department, said that, the week before, his office had under consideration the issuance of fraud orders against fake medical advertisers in New York City, Cleveland, Chicago, Philadelphia, Dallas and other points, some of which have since been issued.

"However," he continued, "we have had more complaints regarding Kansas City concerns. Just why this is we do not know. Probably it is due to the conspicuous success of one or two concerns, which encouraged others to locate near them. Now, it appears, the fraudulent medical concerns are almost as numerous in Kansas City as the fake oil stock schemes were in Texas before the Government suppressed them."

One of the indictments of the Federal Grand Jury is against five members of the Stunz family, named as owners of the Melton Laboratories, the Renex Company and the Hiobin Company. H. Melton Stunz is named as manager of these concerns. On July 16 and 17, 1925, he, with the other respondents, was called upon to show cause why a fraud order

should not be issued against the three concerns, at a hearing held by the Solicitor of the Post Office Department.

A memorandum of the testimony introduced at the hearing shows that the concerns operated a mail-order business, and the testimony of H. Melton Stunz is particularly interesting. He claimed that he received so many calls for a kidney remedy, after he had engaged in the medical business for some time, that he requested a certain manufacturing drug company to recommend a pill for the purpose, which the company did. Stunz then purchased these pills in wholesale quantities, repacked, relabeled and retailed them through the mails under the name "Renex," advertising them as a scientific discovery of great value. Previously, he had advertised and sold "Korex" compound for the treatment of lost vitality.

The memorandum relates that the advertising matter of the Melton Laboratories became so objectionable to one of the proprietors of the advertising agency handling the account that it was arranged to sell "Korex" in drug stores, and to "discover" a new medicine called "Riobin" for the treatment of lost manhood, to take the place of "Korex" in the mails.

WORTHLESS MEDICINE

The Bureau of Chemistry, in co-operation with the Post Office Department analyzed the medicines mentioned and found them to be practically worthless, and of little or no value for the treatment of the diseases set forth in the advertising literature.

In 1924, the evidence shows, the Melton Laboratories advertised in about forty-five daily papers, and did a gross business of approximately \$400,000. The advertising cost about \$200,000 for the three preparations.

The advertising as described

and quoted by the memorandum of the hearing, is of the usual cure-all type. Part of it is really unprintable and it was obviously designed to appeal to the ignorant and credulous.

Another typical case is that of the Green Laboratories of Kansas City. The Solicitor's memorandum of testimony submitted is dated March 31, 1926, and it relates that C. H. Green, the proprietor of the company, started the business in February, 1923. A fraud order was issued against this concern for advertising and selling of an alleged cure for deafness, "K-17," formerly called "Rattlesnake Oil," according to Green. The memorandum also states:

"The advertising has recently been placed with the Clyde H. Smith Agency, of Kansas City, Mo., for publication in from thirty to forty papers in various parts of the country. Green's earlier advertising was placed through the Gray Advertising Agency, and was written by Linn D. Johnson and Ward H. Webb, of that concern. The literature, excepting testimonials, also has been prepared by this agency."

According to a recent issue of the *Kansas City Star*, Johnson and Webb were also indicted with Warren W. Burgess, and all three were shown to be closely connected with the Burgess-Johnson-Webb Corporation, which operated more than thirty distributing companies against which fraud orders have been issued.

According to the evidence, the Green Laboratories filled about 100 orders a day for the alleged deafness cure. The gross receipts were between \$75,000 and \$100,000 a year, and the concern employed only seven people.

The memorandum of the Solicitor to the Postmaster-General, which recommended the issuance of a fraud order against the Burgess-Johnson-Webb Corporation, also names seventeen other companies and individuals. These, it alleged, "are engaged in conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, in

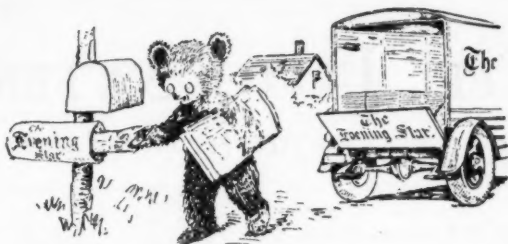
violation of sections 3929 and 3041 of the Revised Statutes."

It is then related by the memorandum, which is dated February 11, 1926, that Burgess, Johnson and Webb had for a period of several years conducted the Gray Advertising Agency at Kansas City. "Several years ago that concern began handling the accounts of mail-order medical concerns. From Mr. Webb's statement at the hearings, it appears that some of the clients of the Gray Advertising Agency fell behind in their accounts, and he and Messrs. Burgess and Johnson decided to enter the medical mail-order field themselves, as promoters. Accordingly, the Burgess-Johnson-Webb Corporation was incorporated as a holding company, and, from time to time, various mail-order medical enterprises were inaugurated under trade names and conducted as 'divisions of' the Burgess-Johnson-Webb Corporation. All told, about twenty-seven schemes have been operated through the mails under the name of the Burgess-Johnson-Webb Corporation."

FALSE CLAIMS

The memorandum also relates that none of the three men named has any medical training. It further states that Webb claimed to have had training as a chemist, saying that he had studied chemistry at the University of Missouri; but when he was confronted with a certified report from the registrar of that University, setting forth the several courses of study he had pursued, he was at a loss to point out the course in chemistry which he claimed to have pursued, saying that it was included in the credit given him for "general botany."

The testimony submitted at the hearings shows that testimonials given for one remedy were used for others, that mailing lists built up through inquiries and orders for one remedy were used to create sales for others, and that this scheme was employed generally. It appears that the Green Laboratories, through indebtedness to the Gray Advertising



Washington and Its Environs Greater Than Thirteen States

The U. S. Census Bureau estimated the present population of the National Capital as well over the half million mark—528,000. With 222,000 more within the twenty-five mile shopping radius, brings the total buying strength of the Washington market to approximately 750,000 prosperous people—greater than the population in each of thirteen entire states—Arizona, Delaware, Idaho, Montana, Nevada, New Hampshire, New Mexico, North Dakota, Rhode Island, South Dakota, Utah, Vermont or Wyoming.

With its home delivered circulation—Evening and Sunday—makes The Star equally strong in the suburbs and in the city.

ONE newspaper covers the entire field—
THE STAR.

Our Statistical Department is at your service in making such specific surveys as may be of interest to you.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE

Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE

J. E. Lutz
Tower Building

TELL IT TO SWEENEY

—*Morris Hessel did, twice!*

MEET Morris Hessel, master merchandiser. Five years in the retail fur business, out of wholesale; fifteen in this country, out of Austria; and only thirty in this world. Ten years ago, with William Weinberg and Ben Hertz, he started manufacturing fur coats. The firm knew how to make fur coats. They also had certain convictions: that a good reputation exceeded rubies, that their word outweighed gold, that honesty was the only practicable policy in a business where others sometimes assumed it wasn't. The trio is a simple partnership even now. Every check bears three signatures. Each partner bears triple responsibility.

Business from the start was good. The war came and business was better. The 1920 slump came, and business was terrible—but not for Hessel, Weinberg and Hertz. They had airtight contracts made in the spring of 1920 at prevailing prices for fall deliveries. John Wanamaker said it was time to deflate, and did so drastically. John Wanamaker was one of their customers. Morris Hessel observed the situation. A silent young man, one of his characteristic expressions is "It's reasonable." What Wanamaker's was doing



seemed reasonable. So H, W & H

adjusted all their orders to lower fall prices, or cancelled them altogether—although their pelts on hand had been bought at peak prices. They will show you Wanamaker's framed letter of commendation. This step cost \$75,000 and wiped out four years surplus.

Morris Hessel was tired of manufacturing when he couldn't control sales, and decided to try retailing. The trio opened a retail store on Sixth Avenue, corner of Thirty-seventh Street, a single frontage with salesrooms one flight down. To distinguish the store from their

wholesale business, they called it Wilson's.

They started advertising through a local agency, using various papers. John Glass of The News stopped in one day, early in January 1922 and saw Morris Hessel. Hessel is one of the world's champion long-distance listeners. He thought the News rate too high, but agreed that a low rate paper might not be the best business getter. Glass asked him to test his copy, to ask customers where they saw the advertising.

Hessel tested all Spring, until the season was over. In July, he cancelled his 2,500 line contract with The News, paid the short rate, and signed a new contract for the lowest rate he could get. Between August '22 and September '23, Hessel, Weinberg & Hertz used 110,886 agate lines in The News. They drew customers by thousands, and absorbed their entire factory output. Their unit of sale averaged \$100, and still does. There are interesting exceptions to this average, however. People in the business sent their friends to Wilson's. Women who knew values came to save money. One actress bought a sable wrap for \$10,000. Her

friends think it was made for her in Paris. Sounds reasonable!

Hessel, Weinberg & Hertz carried out their usual policy. The slogan of Wilson's was "Truth in Furs." Every price tag tells the name of the actual skin used and the price in plain figures. Every coat is guaranteed against defects in manufacture for one year, and the purchase includes an insurance policy against theft or loss.

The News is proud of this account, because much of Wilson's success came from The News. Morris Hessel will tell you so; 90% of all the store's advertising has gone into The News. On their third contract, between September '23 and April '24, Wilson's used 102,302 lines; on the fourth, between May '24 and February '25—111,044 lines. And last year—read on, to the

* * *

SECOND CHAPTER—A year ago, the partners decided to expand. Selling more fur coats than anybody else in New York and working Wilson's to capacity all the time, they needed more room. So they opened a new store, for a better type of business. Thirty-seventh



Street, a hundred feet off Fifth Avenue—Selbert's, Ltd. The store is named from a combination of syllables in the partners' names. It was expensively fitted, newly staffed—a Fifth Avenue store throughout. They contracted for hundreds of thousands of dollars worth of new stock.

It was a serious step. "If this flops," said Weinberg, "it's back to shirt-sleeves and the bench for us." So they considered advertising very seriously—where the new business was to come from. They didn't expect it out of The News, and were even afraid to compete with themselves in The News.

They opened last August. Ten newspapers were used, with only "representative" copy used in The News. Forty thousand dollars were spent the first month. Almost as much the second. They checked sales constantly. And found that despite the competition of nine other papers, The News produced the highest quota of sales per dollar spent. So a major share of Selbert's copy has since gone to The News. The Hessel, Weinberg & Hertz contract for both stores, from February '25 to February '26, ran 199,840 lines—

and Wilson's closed this season with a volume of more than \$900,000. Selbert's reached \$800,000 in its first year, with the average unit of sale slightly

in excess of \$200. The Sweeneys can read all price tags! And if you know any newspaper which has equalled this record for productivity, we'd be much obliged to learn of it.

* * *

THIRD CHAPTER—This outfit won't be satisfied with Thirty-seventh Street forever. If some real estate man has a lease expiring in a year or so on some desirable Fifty-seventh Street store, or on the Avenue near Fifty-seventh Street, we suggest he see Morris Hessel about that time. And when the third shop starts, we know that The News will again produce a record of higher-unit sales.

If at this point we have to tell you why you should Tell It to Sweeney, the average family in New York, through The News—you're hopeless! A million circulation is an inexhaustible market for anything, including your product. The News has more than a million every day. The small page gives advertising more visibility, more reader attention, more effectiveness, less advertising competition—at lower cost. The national rate is now \$1.40 per line, lowest per thousand circulation in New York. We usually have a rate increase every Fall. If your Fall schedule isn't in our shop, please get it in as soon as possible. Thank you.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK

Agency, finally fell into the hands of the Burgess-Johnson-Webb Corporation. Then the Dale Laboratories, operated under the fictitious name of W. H. Dale, took over all of the testimonials for Green's deafness cure, "K-17," and used them for another deafness cure which was called "Virex." This remedy was also advertised to cure other diseases, and an interesting ray of light on the methods of the corporation is disclosed by the following paragraph from the memorandum:

"In 'one of the test cases conducted by the inspector who investigated this case, he wrote to the Dale Laboratories and advised them that his ear drums 'were entirely gone' and that if they would guarantee to restore his hearing, they might send the treatment. The treatment was received in due course."

The memorandum gives a detailed report of each of the divisions of the Burgess-Johnson-Webb Corporation, and it appears to cover just about all of the old, fraudulent advertising tricks and devices. How much advertising the concern did was not determined at the hearings, and the memorandum does not contain any information regarding the volume of business except the statement that on December 30, 1925, the postmaster at Kansas City reported that there had been delivered to seven of the concerns involved, an average in excess of 1,600 pieces of mail daily. In all, the Government is now handling in the neighborhood of ninety cases of this kind in Kansas City alone, and it is safe to say that there are just as many under consideration in various parts of the country.

In describing the general plan of operation against fake medical advertising, Solicitor Donnelly said:

"When it is determined that the representations under which a product is sold are false or fraudulent, we issue a fraud order. But the process of the law is necessarily slow. Hearings are held in every case, evidence ex-

amined, and the facts established which will warrant action. In the meantime, there is no way to stop the flood of fraudulent business.

"The evidence showed that the Gray Advertising Agency was owned and operated by the Burgess-Johnson-Webb Corporation. In other cases it was shown that the success of the concerns almost, if not entirely, depended upon the service rendered by an advertising agency. These concerns must have forceful and convincing advertising copy, and they get it from agencies which employ skilled advertising men to do the work.

"Agencies which accept fraudulent accounts may be parties to the fraud, morally, if not always legally. A great deal of the advertising published is recognized as misleading or fraudulent by anyone versed in the creation of advertising material."

Business Papers Appoint Relationship Committees

Committees have been appointed to bring about a closer affiliation between the National Editorial Conference of Business Paper Editors and the Associated Business Papers, Inc. The committee of editors includes Frank C. Wight, of the *Engineering News-Record*, chairman; Douglas C. Woolf, *Textile World*, and Paul I. Aldrich, *National Provisioner*.

The members of the Associated Business Papers, Inc., committee are: Chairman, C. J. Stark, the Penton Publishing Company; E. B. Terhune, *Boot & Shoe Recorder*, and J. H. Bragdon, *Textile World*.

Globe-Wernicke Company Appointments

F. Edgar McGee, formerly with the Kardex Rand Company, Tonawanda, N. Y., has been appointed sales promotion manager of The Globe-Wernicke Company, Cincinnati. J. E. Staffan has been made assistant in charge of advertising production. He was with the Prather-Allen Advertising Company, also of Cincinnati.

Carl Hunt to Organize Manufacturing Company

Carl Hunt, formerly general manager of the Associated Advertising Clubs of the World, and who recently resigned as executive vice-president of the Orlando, Fla., Chamber of Commerce, is organizing a company for the manufacture and canning of fruit juices,

The Scope of the Advertising Agency

With Some Remarks Concerning the Investigation Being Made by the Federal Trade Commission of Advertising Agency Practices

By Roy S. Durstine

President, American Association of Advertising Agencies

ONE evening recently a certain after-dinner speaker, occupying a very prominent place in public life, was talking about advertising to a gathering of newspaper publishers. As his speech progressed it became evident that he was congratulating his audience on its ability to write advertisements and to buy unusually fine pictures for the advertising pages of the magazines—and his audience was almost exclusively composed of advertising managers of newspapers and their publishers.

Yet those who listened to him realized that it was not his fault if his ideas were hazy about the way in which advertising is prepared. Probably he never heard of an advertising agency.

We, who spend our lives in the agency business, realize better than anyone else how profound is the public's lack of knowledge about our daily work. All of us repeatedly are being asked by our friends:

"Just what does an advertising agency do?" Perhaps it is our fault that this situation exists. Perhaps this is something which must gradually remedy itself.

It may be argued that the public is not concerned about us and that if our customers and the publishers who pay us our commissions are thoroughly concerned with what we do, that is all that matters.

But is it? Every agency numbers among its customers those who represent every shade of understanding of the functions of an advertising agency. Every

agency man knows that there are some of his customers who either by instinct or experience seem to know exactly how to utilize all the services of an advertising agency with the least lost motion for everybody. Every agency man knows how much more effectively an agency operates under those conditions. That is why we have welcomed the Harvard Business School's new method of teaching several hundred future executives not just to write copy or make layouts, but to understand what advertising is and how to apply it properly.

ADVERTISE THE AGENCY

Two agency executives in recent magazine articles deplored the general lack of understanding about agency work. One of them gave the public a very comprehensive description of advertising. The other urged the American Association of Advertising Agencies to co-operate with the Association of National Advertisers in a campaign of public education. Probably a way will be found to do something of this kind some day. Certainly we have been told often enough that the cobbler's children are going barefooted and that we ought to take our own medicine. The situation surely offers every opportunity for a field day of similar metaphors. But it has always been felt that there are three real difficulties in the way of such a campaign.

First, advertising agency service is by no means standardized. So far as I know it has never been the purpose of the American Association of Advertising Agencies to say to its members that they must follow any beaten track in their daily work. The agency busi-

Major part of an address made before the American Association of Advertising Agencies at the Annual Convention of the Associated Advertising Clubs of the World at Philadelphia on June 22.

ness is by the very nature of it an individualistic business and nothing would be more disheartening to individual creative effort than to be told exactly how it must perform.

The second reason is that advertising agencies vary so tremendously in size. They run all the way from the so-called one man agency, rendering a personal type of intimate service, to the larger organization whose members are numbered by the hundreds. Each fills its own place in the general scheme of agency work. The advertiser is able to choose just about any size that best fits his needs.

The third reason follows naturally. It would be almost impossible to describe the functions of an advertising agency in any way that would apply to all agencies. Inasmuch as almost all of them have been the results of evolution, starting with a small group of people, it is natural that the kind of work done by the founders of each agency should determine the way in which the rest of the organization develops.

Here we have one agency started by a former solicitor and a copy writer. Across the street is one in which an artist and space buyer and a service man have collaborated. Let each of those two agencies grow and prosper for five years and then try to match functions and you will see that a description which applies to one will come very far from fitting the other.

These are just a few recent examples of and reasons for the public's unfamiliarity with advertising agency work. But perhaps the most outstanding instance of this kind is the way in which the examination of witnesses in our Federal Trade Commission case has laid such unusual emphasis on the purely mechanical and clerical phases of advertising agency work, practically to the exclusion of the creative functions which occupy by far the greater part of an agency's time and reflect its reason for existence.

In fact it seems that if there were a general knowledge of the true nature of an advertising agency it would have been impossible for such a case as this to have originated in the first place.

Take one instance. The Commission has coined a phrase unfamiliar to advertising men. It speaks of engravings, electrotypes and mats and calls them "type parts." Of course, it is apparent that the frequent reference to these "type parts" is for the purpose of seeking to prove that advertising is interstate commerce. But even granting this is an obvious purpose it is still difficult to see why so much emphasis should be placed upon something so purely incidental to the agency business that it is difficult to find a fair comparison. Perhaps this will serve.

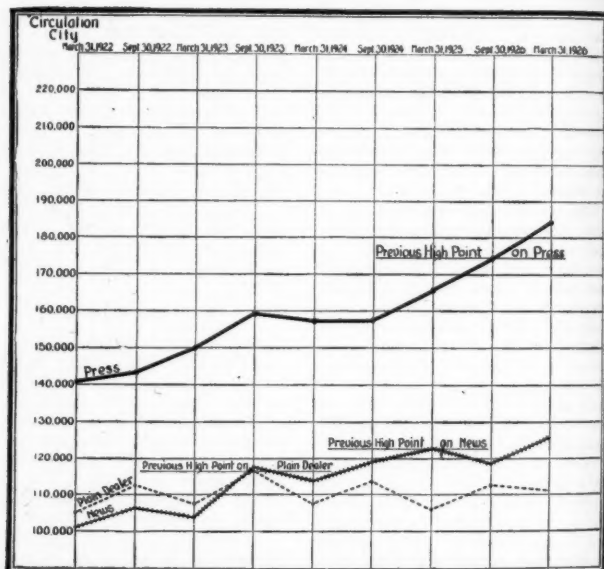
A SIMILAR CASE

You may remember that when the Federal League was fighting the National and American Leagues in the courts, the question of whether baseball was interstate commerce rested upon the movement of bats, balls, gloves, masks from State to State. The Supreme Court held that this did not constitute interstate commerce.

Yet many of these bats, balls, masks and gloves were owned by the clubs themselves. In the case of the agency business these so-called "type parts" are never owned by the agencies. They are bought for their clients when the need arises. The purely incidental nature of such supplies is obvious when it is remembered that they need not even be shipped by the agency. Frequently they are forwarded by the electrotypers or engravers. They may not even exist to enable advertising to be carried on successfully. On more than one occasion complete advertisements have been telegraphed on one evening from New York and appeared in Seattle or Los Angeles in the newspapers of the following morning.

Let your mind go back to the time when a good-size account

Incontestable



Above is an *accurate* graph of the City Circulation positions of Cleveland newspapers for the past four years. It will tell you far better than words what Cleveland newspaper readers think of The Press. It should tell you why The Press is Cleveland's FIRST Advertising Buy! Write for a recent folder which summarizes the circulation and advertising records of all Cleveland newspapers for the first third of 1926. It will reveal startling facts of great interest to you.

The Cleveland

Detroit
San Francisco

NATIONAL REPRESENTATIVES:

230 Park Avenue, New York City

L A R G E S T

D A I L Y C I R

LEADERSHIP!

In 12 months The Press has gained *more than twice as much* city circulation as the Daily News and Daily Plain Dealer COMBINED, and gained more than 7000 more *Total* circulation than both other newspapers combined.

The Press has 16,267 more *city* circulation than the Daily News has **TOTAL** circulation and, in the city of Cleveland, The Press sells as many copies per day as there are English-Reading Families.

Truly, The Press is the **FIRST** Advertising Buy in Cleveland! For many campaigns, where appropriations are limited—and where every dollar must get a maximum of value—it is the First, the Second, and the Third Advertising Buy—All in One! There is none other like it, none other to compare with it.

It stands alone—in the city of Cleveland in the True Cleveland Market, in all Ohio.

Press



SCRIPPS-HOWARD

*First in
Cleveland*

Seattle
Los Angeles

ALLIED NEWSPAPERS, INC.

410 N. Michigan Blvd., Chicago

C U L A T I O N

I N

O H I O

came into your agency a year ago. You remember the negotiations that occurred before you obtained the account. Perhaps it was necessary for you to have several conferences with this advertiser before you could convince him that this was the agency for him. Then remember the study that followed. Go back over your talks with his executives, your trip through his plants, your interviews with his branch managers and wholesale distributors. Think of the days and weeks and possibly months that you spent in a field study of the people who sell his product and of the men and women who buy it. Then take yourself back to your own organization where the findings of these surveys were gathered together. Recall the first time these findings were discussed, the first attempts at interpreting his story, in terms of advertising. Remember the plans that were written and discarded and revised, the discussions over media and distribution and marketing methods.

Remember the meetings at which you finally submitted your findings to your customer. Think back to all of the talks you had with him and his associates. Then remember the way your own organization polished and improved your ideas before you were ready to put your ideas down on paper in the form of concrete copy and layouts. Then more meetings with your customer, probably more revisions of both copy and layouts and lists and marketing suggestions. Then ordering the art work, making the exact typographical specifications, scaling the art work down to its proper size.

And finally, after all this time has passed and all of these steps have been successfully taken, one of the clerks in your production department by ordering an engraving in the name of your customer and as his agent, takes the first step that applies to "type parts."

Show a person through an advertising agency. All he sees is a lot of people picking up pieces of paper and putting them down or carrying them from one part of the office to another. The

work is going on behind doors that are closed or out in some retailer's store or in the office of a client. It is the exact opposite from that type of factory where you can stand in one small room and watch the raw materials fall into a machine at one end and come out at the other end ready to ship.

AGENCY SERVICE IS INTANGIBLE

It has been said that advertising agencies deal in white space. It would be as accurate to say that they deal in wood pulp. Wood pulp is useless to the advertiser until it has been fabricated into newsprint. Newsprint or white space is useless to the advertiser until it has been fabricated into advertisements. Advertising does not come into existence until thought and experience and time and energy have been applied to it by creative service. Agency work is not a commodity; it is a creative service. That creative service is what the advertising agency sells. It is intangible, if you like, as imponderable as the knowledge which enables a doctor to diagnose and prescribe, a lawyer to give an opinion or to try a case, an artist to paint a picture, or a scientist to invent a new formula.

You can see an agency man calling on a manufacturer and telling him the market possibilities of his product, but you can't see the precise point at which the logic of his arguments convinces his prospect that he should advertise.

You can see a man or woman going from door to door, from store to store, asking questions, but you cannot see the experience and skill that decided what questions to ask nor the judgment that takes the answers and interprets them into advertising.

You can see pages of typewritten copy and designs for artistic pages. But you cannot see the creative ability that led to proportioning the picture to the text and to choosing one artist against another or one certain group of words when the whole dictionary was there to choose from.

You can see a neatly typewritten

list of newspapers or magazines but you cannot see the interviews with solicitors and the files of information that led to the selection of one paper as against another or one magazine as against another.

At last you can see a series of finished advertisements. But you cannot see that these same advertisements are appearing in perhaps a hundred other cities or in a dozen other magazines. Nor can you see the letters and circulars and booklets and broadsides carefully prepared, each one dropped into its proper place, to make every ounce of every dollar work. Nor can you see the advertising of dealers inspired and created by the appearance of a national advertiser's copy in a newspaper or a magazine. Nor can you see the manufacturer's salesman going from store to store telling the story of the advertising, arranging displays in windows or on counters, putting the advertising where it will be seen and having the product where it can be bought.

The business of creating advertising as it exists today in the service of the modern advertising agency spreads over one generation at the most. Changes that have occurred in the past ten years have been overwhelming. The improvement of advertising technique has enabled manufacturers to achieve economy of mass production for the public's welfare and their own prosperity. Yet in the creating of advertising we are working with the most intangible factors of human life. We are dealing with the most volatile factor in modern civilization, human nature.

You cannot make a person read an advertisement and then put him under the microscope to see how he reacts. You cannot even be there when he reads the newspaper or magazine in which appears the message which you have prepared for him. Microbes may be small but they don't mind being put under the microscopic lens for examination and they don't get self-conscious when you question them. Human beings are another story. Yet even in dealing with so com-

plex a being as the modern American man and woman, advertising agency service is making it possible for a great and constantly growing number of manufacturers to establish their products in the preferences, even in the affections, of men and women.

Cleveland Engraver Forms Buffalo Subsidiary

The Universal Engraving & Colorplate Company, Cleveland, has incorporated a new company under the same name with plant and offices at Buffalo, N. Y. A. T. Wickham is president, Louis B. Evers, vice-president and assistant manager, E. A. Muench, secretary, and Wilbert E. Day, treasurer.

Mr. Wickham, president of the Cleveland concern, also will be general manager for both the plants.

R. G. Deutelbaum, formerly vice-president of the Print Craft Shop, Cleveland, has joined the Cleveland sales staff. Mr. Muench has been advanced to assistant manager, in charge of sales and service.

John Marshall continues in charge of sales and service at Buffalo. Willes De Boer has been transferred from Cleveland to the Buffalo sales staff.

Rye Products Company Formed at Minneapolis

Walter M. Ringer, for the last five years manager of the food products division of the Washburn-Crosby Company, Minneapolis, has purchased the National Toast Company, of that city. The company has been reorganized as the Rye Products Company, with Mr. Ringer as president.

In the spring of 1927 a national sales and advertising campaign will be inaugurated for Rye-Bis-Kit, a brittle bread made by the National company.

Golf Publications Appoint Par Golf Group

The *Six States Golfer*, Boston, formerly known as the *Fairways of New England*, has appointed the Par Golf Group, publishers' representative, Chicago, as its advertising representative. The Par Golf Group has also been appointed to represent the *Northwest Golfer*, Seattle, Wash.

Greensboro, N. C., "News" Appoints Representative

Effective July 1, Cone, Rothenburg & Noe, Inc., will become national advertising representative for the entire United States and Canada of the Greensboro, N. C. *News*. It had been representing the *News* in the North and West, and on July 1 will take over the Southern representation.

June 24, 1926



TELEPHONE: DARIEN 377

JOHN R. TUNIS
ROWAYTON, CONNECTICUT

Sporting Editor
THE NEW YORKER
New York, N. Y.
European Representative
AMERICAN LAWN TENNIS
New York, N. Y.
American Representative
TENNIS ET GOLF
Paris, France

June 15th, 1926,

Dear Mr. Hilder;

It may interest you to know how much kick I have been getting for the various articles for the ELKS MAGAZINE for the past years and more especially the last one I did on Railroad Police in the February number. It was read and widely commented on by a large number of people and I received a great deal of kind and unexpected correspondence on the subject. It seems to me that the ELKS MAGAZINE is more widely read than almost any magazine I write for.

Sincerely yours,

Mr. John C. Hilder,
Elks Magazine,
50 East 42nd Street,
New York, N. Y.



more widely
read than
almost any
magazine I
write for

John R. Tunus

The Elks

Magazine

The Largest Magazine for Men

850,000 Identified Subscribers

50 East 42nd Street

New York City

The Credit Manager Censors This Mailing List

Then Selling Can Be Done without Waste Motion, Lamp Manufacturer Finds

"CHECK up on a retailer's credit before you try to sell him." The Sandel Manufacturing Company, of Chicago, maker of lamps and novelties, has found that this is a much better method than selling a man his first order of merchandise and then holding up the shipment until he has established himself in a credit way.

This company, which gets a large volume of business through a multitude of comparatively small orders which it sells by mail, recently mailed a broadside to 10,300 well-rated jewelry retailers and 36,000 furniture dealers suggesting to each that he put on a special lamp sale. Four items in bridge and junior lamps were offered at a special price and full directions given for carrying out the selling in the store.

An order blank was enclosed. Printed on this were the items listed in the broadside. All the dealer needed to do was fill in his name and address, indicate the quantities he wanted and write shipping instructions. He was promised immediate shipment because, as the circular informs him, "You credit is good; even though you may be sending us an order for the first time, it is not necessary to give us references or other financial details."

J. S. Older, sales manager of the company, informs PRINTERS' INK that this kind of selling was made possible because the list was checked by the credit manager before the advertising matter was mailed.

TWO LISTS

"In other words," Mr. Older says, "we have what might be termed two classes of mailing lists. One is really a preliminary list out of which we get material for sales efforts. This list is submitted to the credit manager and his approval of the credit rating of a

dealer is necessary before a stencil of the dealer's name is made.

"What it really amounts to is that when a stencil is cut, the dealer is a satisfactory enough credit risk to warrant us in offering to sell him a moderate quantity of merchandise without obliging him to go through with the standard procedure, involving sending of references and so on that usually is required in opening an account.

"We find this is a great deal more profitable and much less risky than we at first imagined. A fairly satisfactory line on a dealer's ability and inclination to pay is not so difficult to obtain. We are members of the National Jewelers' Board of Trade, for example, and have available to us all credit information gathered by this organization. And, of course, we have credit data available from the various sources that are at the disposal of every manufacturer.

"Thus, our mailing list is really a credit list. We save in two ways. We avoid the waste that comes from sending printed matter to people whom we cannot sell. We also save through avoiding delay in shipping the orders. Most important of all, we find that our direct-mail matter, under this method, sells more merchandise and sells it more quickly."

H. B. Lent Joins Philadelphia Storage Battery Company

Henry B. Lent, formerly in charge of advertising of the Martin-Parry Corporation, York, Pa., has joined the Philadelphia Storage Battery Company, Philadelphia, manufacturer of Philco batteries, as advertising manager.

H. B. Kirtland Leaves The University Press

Harry B. Kirtland has resigned as chief of the staff of The University Press, Cambridge, Mass. He will open offices next September at New York, Boston and Chicago, as counselor in written salesmanship.

For the product which contributes
to the Beauty and Convenience of
the modern home. . .

THE CLASS GROUP

covering Better Homes—inside and out
comprising

HOUSE BEAUTIFUL COUNTRY LIFE
ARTS & DECORATION ARCHITECTURE
GARDEN & HOME BUILDER

. . . provides not only a highly
responsive audience, but one which
exerts a very direct influence on an
ever larger market.

COLOR PAGES

. . . which are sold in this Group as
a unit . . . provide the vehicle for
presenting your product with a
realism that is exceeded only by
showing the product in actual use.

Walter C. McMillan, Inc.
565 Fifth Avenue New York

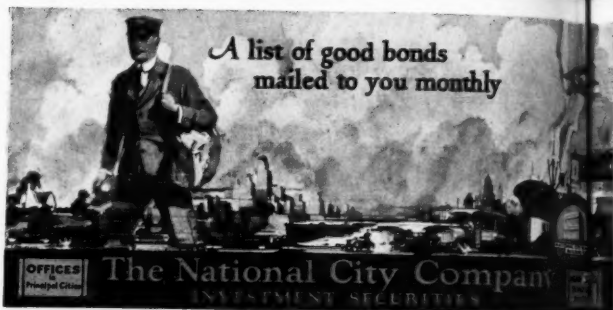
Boston Office, 194 Boylston Street
Travers D. Carman, Mgr.

Western Representative, Fred H. Ralsten Co.
17th Floor Tribune Tower, Chicago

Pacific Coast Representative, Gordon Simpson,
609 Chapman Bldg., Los Angeles, Calif.



General Outdoor Adv Co



A list of good bonds
mailed to you monthly

OFFICES
Principal Cities

The National City Company
INVESTMENT SECURITIES

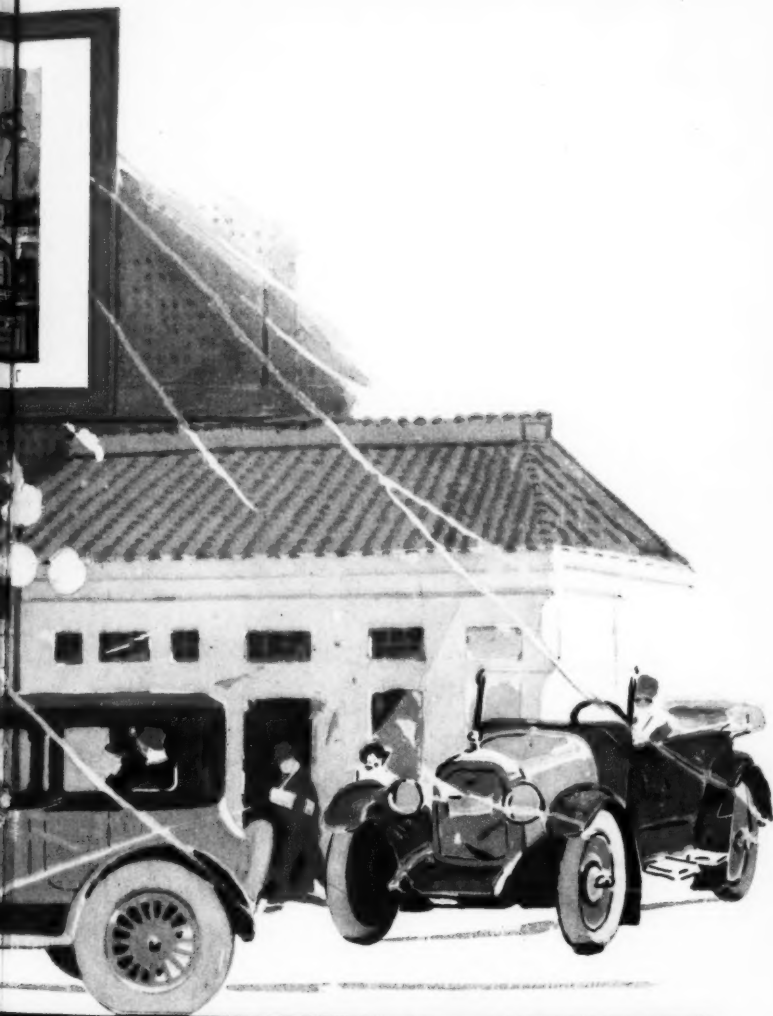
War-time Advertising Methods Sell Bonds to

Sales of Liberty and Victory Bonds disclosed the fact that the enormous aggregate classes could be reached by Outdoor Advertising. A poster advertising campaign disclosed the security, marketability and income value of the investment bonds sold by the company and branch offices in fifty-four principal cities.

One Park Avenue
New York City

General Outdoor Advertising

Sales Offices and Branches in 44 other



ands to Peace-time Investment Markets

ous aggregate investment capacity of America's moderate income
ising campaign of national scope is now teaching investors the
ld by the National City Company of New York through its main

Advertising Co.

Harrison & Loomis Sts.
Chicago, Illinois

es in 44 other cities

Good Hardware

THE NATIONAL
MAGAZINE OF THE
HARDWARE TRADE

June beats last
year by

34%

*~the biggest June
issue we ever had*

EVERY ISSUE this year shows a fine increase over last. Advertisers invested 31% more money in the first five months than in the same period last year. Now June comes along with a gain of 34%.

GOOD HARDWARE blankets the hardware trade. It is read in more hardware stores than any other publication. Naturally it continues to show steady, healthy progress in advertising volume.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

Du

Five B

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Du Pont Salesmen Know How to Cash In on Advertising

Five Basic Plans Are Followed in Developing a Close Tie-Up between Advertising and Sales Activities

By William A. Hart

Advertising Director, E. I. du Pont de Nemours & Company

THE major approaches which we use in selling our advertising program and keeping it sold are those which are tried and true. There are five, as follows:

1. Presentation at sales conventions.
2. Presentation at group meetings.
3. Follow-up by bulletin or letter from district managers.
4. Personal work in the field with individual salesmen.
5. Presentation of selected parts of the program by mail to agents and prospects.

There is little chance of differing from other concerns in the methods used. We try, however, to present the story in as new and persuasive a manner as possible. In so far as we have gone off the beaten track in this regard our results have been encouraging.

Of course, the problem is simple in a small organization. There the advertising man can keep in direct personal contact with each individual salesman. He can explain the advertising program in detail. He can show the salesman how to use the advertising to the fullest advantage. That personal contact is, however, impossible when the sales force is large and scattered.

Consequently, large organizations must find some other effective method of impressing their salesmen with the importance of the advertising program. Lack of co-ordination with the sales effort is beyond doubt a distinct advertising waste that we cannot afford to ignore.

Even with the utmost care in preparing a campaign, in explaining it to the salesmen and in obtaining their promises to use the

material furnished them, I question whether more than 25 per cent of any sales force takes the trouble to put the material to the proper use in getting orders.

In the course of my work in the last few years, I have called personally on hundreds of dealers in various lines of business. I have happened on numerous occasions to be present in stores when salesmen were attempting to sell the dealer. In no instance that I can recall have I heard a salesman make the best use of his advertising story. In many cases, he either forgot entirely to mention the advertising support of his product, or mentioned it only casually after the sale had been made, or lost.

On the other hand, I have gone out with salesmen expressly to listen in on interviews. In such cases, I have heard many fine sales talks that capitalized the advertising to the fullest extent. This is, of course, particularly true of specialty salesmen who have been intensively coached on a merchandising story based on advertising.

The point I want to register is that the enthusiastic reception of an advertising campaign is not enough. It is the follow-through that counts. No matter how fine a drive you get off the tee, it is your strokes on the green that win or lose the hole.

In the du Pont organization we are particularly fortunate in having a management that believes, not only in advertising, but in selling that advertising and keeping it sold to each individual salesman. This is true from the top down.

Only recently, one of our district managers returned from a trip through the South with the news that he had succeeded in closing a particularly desirable ac-

Portion of an address delivered June 8 at Philadelphia before a meeting of paint and varnish advertising men.

count. Asked what he had done that the salesman in the territory had overlooked, he smiled and explained that, for one thing, he had purchased current copies of magazines carrying our advertisements and laid them before the dealer as tangible evidence of what du Pont is doing to give its products a quicker turnover for the live dealer.

The same district manager is particularly aggressive in checking up on the salesmen in their use of our "proposition book" or prospectus. From time to time, this district manager examines the books of his salesmen to determine whether they show evidences of constant use. If a book has the appearance of being used by the owner only as a souvenir, the salesman is called upon for an explanation. He is reminded that its purpose is not decorative but to help him increase his sales.

Again, this manager never overlooks an opportunity to call the attention of his salesmen by letter or in the regular bulletin to specific instances of how the other fellow has made a good sale through effective use of his "proposition book."

Our activities in this direction centre around our annual sales convention, which is usually held in July or August. Following this, our salesmen are prepared to go out after the heavy fall business with the knowledge and enthusiasm gained at the convention still fresh in their minds.

Particularly noteworthy was our convention last year. We called together both our Eastern and Western forces for a two-day meeting devoted entirely to merchandising. The keynote of the event was "opportunity." The basis for this was a scientific analysis of the opportunities of each salesman for developing his particular territory. The program was planned with the aim of having every address and every session hinge on this one idea from one angle or another.

For instance, the first speaker reviewed the historic background of the company, the progress made to date, and explained to the sales-

men the comprehensive analysis which had been made of each territory for future development. Other speakers discussed market opportunities, explained the opportunity for salesmen to cash in on the extensive advertising campaign, and outlined, from an engineering audit standpoint, the opportunity offered the dealers to take advantage of the national and local advertising programs.

A DRAMATIC MOMENT

At the psychological moment during the program—a time carefully chosen beforehand—a salesman jumped to his feet and said: "This is all very well, but when are you going to give us the tools which will allow us to cash in on these opportunities you have shown us?"

Immediately the sales portfolios or "proposition books," as we call them, were distributed. These contained the complete story. They had proofs of our magazine and newspaper advertisements and other material to help the salesmen. To give an added value in the eyes of the salesmen, each book was numbered and carried the name of the man to whom it was issued. He was informed that the portfolios are subject to recall.

The "proposition books" carried out the keynote of the convention. They presented in as condensed a form as possible the paint-selling opportunities in each territory and town.

Every salesman was asked to write a letter to the main office taking as his subject: "What I got out of the convention and how I can apply it in my territory." Prizes were offered for the letters which showed the best understanding of the aims of the convention and their practical application in sales work.

Only a few years ago the majority of salesmen were antagonistic to advertising. This was probably due to two main causes: Ignorance of the real function of advertising; and over-emphasis by the advertising men of the part played by advertising in making sales.

The problem, then, was to sell

the sales organization the idea that advertising was a good thing; that it helped break down sales resistance and increased the importance of the personal sales effort.

Time and effort have practically done away with this attitude on the part of salesmen. We have a different problem today; that of getting the sales force to utilize every selling angle afforded by a well-conceived and carefully executed advertising program.

There is no question that in our organization every one of our salesmen is now sold on the power of advertising; particularly du Pont advertising.

As much as we of the advertising department would like to take the credit for this "sale," we can hardly do it with honesty. The fact is, our salesmen have seen a practical demonstration in their respective territories of the force of advertising and publicity. In Duco, we have a unique example of a name that became well known almost overnight. The situation was ideal and while we may have overlooked some opportunities it was not because we were not on the lookout for them and ready to use them for all there was in them.

THE FIRST DUCO COPY

Duco was first announced in advertising in March, 1923. The first advertisements look crude to us now as we review them. The news element was the big feature and the advertising was deliberately designed to resemble a sensational news story. Just what part the advertising, the waiting market and the merits of Duco itself, played in the astounding success of Duco will always be a moot question. We are not particularly concerned, but we are glad to have had the opportunity to be in at the inception of this campaign. The market development has been nothing short of marvelous and at every point advertising and sales promotion have been called upon to play their parts.

With the background of three years of advertising of Duco, it was natural that before Brush Duco was put on the market our

salesmen should have had calls for it. They were asked by jobbers and dealers: "When are you going to let us have Duco which can be sold for use in the home?"

This and similar questions were frequently put to our salesmen. They could not help but recognize that it was the force of advertising and publicity that was creating a public and trade acceptance of Duco in containers to be sold over the retail counter for handy home uses.

Naturally, then, when we announced that we were ready with the product, our sales force knew that it was not a question of selling Duco in this new form but of getting deliveries on it.

* * * * *

But what conclusions can we draw from our experience in selling the advertising program to the sales force?

For one thing, it is certain that our problem is not, as it was a few years ago, to convince the salesmen that advertising is working for them, rather than against them. We can assume that that phase of the matter is disposed of. Our problem, then, is to get each individual salesman to put his firm's advertising to the best possible use in increasing the number and quantity of his sales. It would appear that to accomplish this we must not only arouse his interest and enthusiasm at conventions and sectional meetings, but must keep in touch with him the year 'round to make sure that he cashes in on the information and enthusiasm he carried away from the convention.

The extent to which this can be done through district sales managers depends upon the organization of the sales force and the character of the managers themselves. It is easier to convince the district managers of the direct value of advertising to the individual salesman if the management at the top believes in it wholeheartedly. If the heads of a concern give their hearty endorsement, the work of keeping the advertising program sold is considerably reduced.

It should not be hard to convince the management, which is appro-

prating thousands of dollars yearly for advertising, that its effectiveness can be greatly increased if thoroughly co-ordinated with the sales effort.

After we have the co-operation of the district sales manager, we must assist him in every way possible in keeping his men convinced of the value to them personally of the advertising program. As I have indicated, we have found that a manager who takes pains to learn whether his salesmen are using the advertising material furnished them, and who keeps them informed of what the other salesmen are doing with it, is probably the strongest single force in the solution of our problem.

Of course, the manager can do this part of the work effectively only after the salesman is shown, and has had impressed upon him at a convention or other such gathering, the most productive way of relating his firm's advertising to his sales.

Albert Power to Direct Sales of W. F. Whitney Company

Albert Power, who has been director of sales and advertising for the last five years of the Mutschler Company, Napanee, Ind., will direct the sales, after July 1, of the W. F. Whitney Company, South Ashburnham, Mass., chair manufacturer. His headquarters will be at Chicago.

New Record for Delco-Light Sales

The retail sales of the Delco-Light Company, Dayton, Ohio, a subsidiary of the General Motors Corporation, established a new record when they reached a total of \$11,250,000 in May. This compares with \$4,300,000 in that month last year.

Boiler Account for Seattle Agency

The Birchfield Boiler Company, Tacoma, Wash., has placed its advertising account with J. Wm. Sheets, Inc., Seattle, Wash., advertising agency. Newspapers and business papers will be used.

Community Account for Martin Advertising Agency

The Chamber of Commerce of Tannersville, N. Y., a summer resort in the Catskill Mountains, has placed its advertising account with the Martin Advertising Agency, New York.

Prohibits Use of "Woolen Mills" by Non-Manufacturer

A cease-and-desist order issued by the Federal Trade Commission requires that the Minneapolis Woolen Mills Company, Inc., Minneapolis, discontinue selling and distributing under the corporate name which includes the word "mills" in combination with the word "woolen." The commission's report states that the company has not owned, operated or controlled a mill or factory since March, 1922, but that it sells merchandise to retail merchants and consumers through advertisements in newspapers and by means of price lists and circulars.

"The use of the words 'woolen mills' in the respondent corporate name," the findings of the commission conclude, "misleads and deceives both the trade and the public and induces the purchase of respondent's merchandise in the erroneous belief that respondent is a manufacturer and that purchasing from it results in a saving in cost by reason of the elimination of the middlemen's profit."

Newspaper Campaign for Regina Chemical Products

The Regina Chemical Products Company, Buffalo, N. Y., manufacturer of a washing fluid, has started a newspaper advertising campaign. The Finley H. Greene Advertising Agency, Inc., Buffalo, is directing this campaign.

P. N. Rothe to Manage Trade Periodical Company

P. N. Rothe has been appointed manager of the Trade Periodical Company, Chicago, publisher of *The Furniture Journal* and *The Embalmers' Monthly*.

Mamaroneck, N. Y., "Paragraph" Sold

The Mamaroneck, N. Y., *Paragraph* has been sold to the Mamaroneck-Larchmont Publishing Company, publisher of the Larchmont, N. Y., *Times* and the Mamaroneck *Times*.

Join The Celotex Company

H. W. Schild and Henry W. Ty-mick have joined the advertising department of The Celotex Company, Chicago, manufacturer of insulating lumber. Both men were formerly with R. E. Sandemeyer & Company, Chicago advertising agency.

P. I. Schwarz with Boston "American"

Percy I. Schwarz, who has been with the Boston *Herald-Traveler* for the last nine years, has joined the advertising department of the Boston *American*.

There's no reason why you have to do without Bundscho's typography merely because you don't live in Chicago. Drop us a line and let us show you how smoothly Bundscho's service works by mail.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

Fundamentals

Read this advertisement
in the June 26th
Saturday Evening Post

THE SATURDAY EVENING POST

June 26, 1926

Can You get along without an Atlanta Branch?



—the time has come to find out!

In dollars and cents—in cases of merchandise—do you know how much business is passing you by because you have no branch in Atlanta?

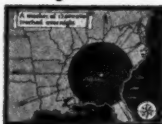
Can your business afford not to know—and know definitely?

Your competitors are here, serving America's fastest growing market from its logical manufacturing and distributing point. Overnight to a huge portion of this market, their merchandise carries no burdensome freight charges. They can render better service, make quicker deliveries, and as a result—it is not unusual for Atlanta branches to exceed their quotas by 50%, 75% or even 100%. In some instances they lead the entire country in volume of business.

Are you getting your share of Southern business? Are you sure?

Facts that are vital to business

The time has come when industry in America can no longer serve the entire country from any one point, however centrally located. Leading business men are getting the facts about Atlanta. They know that the country's greatest development is now



Distribution City

Have you studied the advantages of Atlanta's location, which, with fifteen major railroad lines, makes possible one-night deliveries, in every direction in America's fastest growing market? Have you learned of the production economies which distance efforts?

taking place in the South, and they are preparing to take full advantage of the rich opportunities offered.

Why was the largest textile deal in history recently completed in the Atlanta Industrial Area—a transaction involving \$100,000,000 and assuring to Georgia over 50% of the world's production of tire fab-

ric. Why have more than six hundred nationally-known concerns, in all branches of industry, selected Atlanta as Southern headquarters?

All the fundamentals are here

Point by point, Atlanta location satisfies your fundamental requirements. What factors govern? A Market? Atlanta is the key to America's fastest growing market. Transportation? 15 railroad lines radiate from Atlanta. Labor? Raw Materials? Power? Taxes? Sites and building costs? Climate? Atlanta can point to indisputably vital industrial advantages in each of these essentials.

Can you afford not to know?

In the face of modern competitive conditions, under the modern system of hand-to-mouth merchandising, can you—in all fairness to yourself and to your stockholders—fail to get the full facts about the Atlanta Industrial Area?

Atlanta is ready to lay her cards on your table. The Industrial Bureau is prepared to get the facts for you in complete, concise and thoroughly authenticated form. A special confidential survey, covering the situation entirely from the viewpoint of your business, will be made without charge or obligation.

Are you ready for the full truth?

Write to
INDUSTRIAL BUREAU
127 Chamber of Commerce



Find out why you can't compete and compare how Atlanta differs in location, transportation, building, labor, taxes and costs by this questionnaire.

ATLANTA

Industrial Headquarters of the South.



Vital To All Industry!

ATLANTA, whose vital advantages have already attracted more than 600 of America's best known concerns, bases its forecast of an even greater influx of industry on these three fundamentals—which it stands ready to prove in detail:

- 1 No longer can industry hope to serve the entire United States from any one point, however centrally located.
- 2 The South is the fastest growing market in the United States today, and the logical territory for most immediate development.
- 3 Atlanta is the natural, logical and most economical point from which to serve the South.

The facts to sustain these premises are available in detailed form.

In the face of modern competitive conditions, under the modern system of hand-to-mouth merchandising, no executive—in all fairness to himself and to his stockholders—can afford not to know the full and detailed facts about Atlanta's distributive advantages and manufacturing economies.

Executives upon whom fall the responsibility of marketing and production may secure specially prepared and thoroughly authenticated reports, relating specifically to the business in which they are interested, by writing—in full confidence—to

INDUSTRIAL BUREAU
1546 Chamber of Commerce

Send for this Booklet
which gives the experience of some
of the 600 great concerns which have
already come to Atlanta to serve the
rich Southern market.



ATLANTA

Industrial Headquarters of the South —



"Co-operation Is the — of —"

THE CLEVELAND TRUST COMPANY
Cleveland, Ohio.

Editor of PRINTERS' INK:

Somewhere in an article in your publication there was used the phrase "Competition may be the life of trade, but co-operation is —."

Can you finish the phrase, or give me some clue to finding the missing portion?

THE CLEVELAND TRUST COMPANY
I. I. SPERLING,
Publicity Manager.

SINCE old Adam Smith, or whoever it was who first said it, remarked that "Competition is the life of trade" economic conditions have changed a great deal. As a matter of fact, certain types of cut-throat competition come very near being the death of trade.

As for co-operation, it may be almost anything, depending on what kind of co-operation you happen to be talking about. If you are speaking about certain co-operative buying ventures of more or less hallowed memory, any such words as "death," "insurmountable obstacles," "millstones around the neck" fit perfectly. On the other hand, such co-operation as has come to the fore in certain advertising ventures on the part of competing manufacturers has most certainly been a fountain of youth to some industries.

You can build up almost any kind of a pretty saying about almost any kind of an axiom. The danger is that eventually you will get to believe the saying yourself. In a day when mathematicians can prove that a straight line isn't necessarily the shortest distance between two points, it is dangerous for mere advertisers to try to prove anything by accepted axioms.—[Ed. PRINTERS' INK.]

R. L. Baldrige Heads Texas Publishers

Robert L. Baldrige, of the Clifton Record, was elected president of the Texas Press Association at its recent convention at San Antonio. George A. T. Neu, of the Brenham Banner-Press, was made vice-president. S. P. Harben, of the Richardson Echo, was re-elected secretary. The forty-seventh convention of the association will be held at El Paso.

Earl Lines, Advertising Man- ager, Leonard Refrigerator

Earl Lines has been appointed advertising manager of The Leonard Refrigerator Company, Grand Rapids, Mich. The Leonard company, which was formerly known as the Grand Rapids Refrigeration Company, is a division of the Electric Refrigeration Corporation. He succeeds A. B. Merritt, resigned.

Mr. Lines comes to the Leonard Refrigerator Company from the Rex Top Company. He also was for four years vice-president of the Fayette Bank and Trust Company, Connersville, Ind.

Rankin Directs All Hollywood Advertising

The Wm. H. Rankin Company, has been appointed to direct the entire advertising account of the Hollywood Land and Water Company, Hollywood Tours, Inc., and Homeseekers Realty Company, all of Hollywood, Fla. Newspapers and magazines are being used for this account. The Rankin agency had been directing the newspaper advertising in the North for the Hollywood interests.

W. I. Shugg Joins The Kolynos Company

W. I. Shugg, vice-president of the Atlantic Lithographic and Printing Company, New York, has resigned to join The Kolynos Company, New Haven, Conn.

New Advertising Service at Indianapolis

The Ann Weymouth Advertising Service has been started at Indianapolis by Miss Ann Weymouth, who was formerly engaged in advertising work at Chicago.

E. S. Shack with Sheridan, Shawhan & Sheridan

Earl Shipley Shack, formerly with the Littlehale Advertising Agency, New York, has joined Sheridan, Shawhan & Sheridan, Inc., New York advertising agency, as production manager.

Diamond Steel Highway Sign Company Moves to St. Louis

The headquarters of the Diamond Steel Highway Sign Company has been moved from Dallas, Texas, to St. Louis.

J. E. Heckel with Philadelphia Paint Manufacturer

J. E. Heckel, recently with Kuehne, Inc., Philadelphia, has been appointed sales manager of the Keystone Albumen and Paint Company, also of Philadelphia.

Up to 47,000,000

The number of passengers carried inside the Fifth Avenue coaches has increased 34,000,000 during the past ten years; from 12,920,000 in 1916 to 47,368,593 in the past 12 months: those carried upstairs in 1916 numbered 6,275,986 in 1916 and 22,291,104 in the past 12 months.

The number of coaches has increased from 136 to 456, as of May 15th.

The advertising rate of \$2.00 per coach per month for regular side spaces (\$2.50 to \$10.00 a coach a month for special positions, according to location) has remained the same even though the average number of passengers carried inside each coach each month has increased from 9,000 to 10,164.

Coach passengers form a unique buying unit from among New York City's thousands of visitors and residents. When you consider that it costs only \$800 a month for a card in all the coaches, \$400 for a card in one half the number of coaches in service, this rate is exceedingly low. It simmers down to 20 cents to reach a thousand passengers. What have you to sell to the class of people who pay ten cents for a clean, comfortable, seated ride in the Fifth Avenue coaches?

Agency commission 13%

Cash discount 3%

JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches

*(The ten cent fare coaches in which
passengers are not allowed to stand.)*

425 Fifth Avenue, New York

Telephone Caledonia 0260

2 years

THE N.Y. DAILY

has over 3

which circulation compares with 310,333 average for 6 months through March. The Mirror has passed in circulation all but 3 of the 12 New York morning or evening newspapers. It has MORE circulation than the

Evening World
Morning World
Herald Tribune
Sun

American
Telegram
Graphic
Post

J. MORA BOYLE, Advertising Director, 55 Frankfort St., N. Y.

old today, MIRROR 360,000



The Daily Mirror has won—and held—an average of 15,000 regular circulation for each of its 24 months of publication—one of the most open-minded and responsive audiences in America.

The Daily Mirror is a modern tabloid picture newspaper FOR ALL THE FAMILY. It started on June 24, 1924. And today, out of over 2,000 daily newspapers in the U. S., only 9 have a greater circulation. The Mirror belongs to the times in which *YOU* are living. Its human, pictorial news attracts the younger, responsive audience.

Western Office: 326 West Madison Street, Chicago

Urges Community Advertising at N. Y. Publishers Meeting

ANY community that is spending money to better the living conditions of its taxpayers is neglecting its duty if it does not advertise these advantages to the rest of the world, according to Edward A. Moree, managing director of the Westchester County Bureau of Public Information, in a speech at the summer meeting of the New York State Publishers Association at Ithaca, N. Y., last week.

Lincoln B. Palmer, general manager of the American Newspaper Publishers Association, of New York; W. J. Pape, president of the New England Daily Newspaper Publishers Association; Dr. Livingston Farrand, president of Cornell University, and Kent Cooper, general manager of the Associated Press, were among the speakers at the meeting.

Frank E. Gannett, publisher of the Gannett Newspapers and president of the New York State Publishers Association, presided at the banquet held on the opening day.

On the evening of June 17, a joint meeting was held by the publishers' association and the New York State Associated Dailies, which opened a two-day meeting of the latter group. Charles H. Congdon, of the Watertown *Times*, is president of the associated dailies. A stand against tabloid newspapers was taken by members of the New York State Associated Dailies, who resolved to discourage publication of this style of paper in New York State and agreed not to engage in the publishing of tabloids.

The New York Press Association also held a meeting at Ithaca on June 18 and 19. Karl Bickel, president of the United Press, and Dr. Farrand spoke. Elmer E. Conrath, of the *Cuba Patriot*, and president of the association, was appointed as its representative at the International Press Congress that will be held next September at Geneva, Switzerland.

Red Head Mop Sticks Being Advertised

A new mop stick, the Red Head, has been announced through advertising in hardware publications by the Stover Manufacturing & Engine Company, Freeport, Ill. Regarding the advertising plans for this product, G. W. Anderson, sales manager of the company informs **PRINTERS' INK**: "The Red Head might possibly develop to the point where it would justify an extensive advertising campaign, but just at this moment it is an entirely new idea, still in the experimental stage and we are just trying it out in various localities, to see how the trade receives it."

Large Increase in Listerine Earnings

The earnings of the Lambert Pharmaceutical Company, St. Louis, Listerine antiseptic, toothpaste, etc., for the first quarter of this year amounted to \$995,917, against \$701,533 in the same period last year, an increase of 42 per cent. Sales for the first two months of 1926 were \$470,000 above sales in the same two months in 1925, and sales in that period were \$365,000 in excess of those of the corresponding period in 1924.

Advertise Invisible Radiator

A campaign has been started in magazines and business papers to advertise the Herman Nelson Invisible Radiator, manufactured by the Herman Nelson Corporation, Moline, Ill. The radiators are placed inside of the walls of homes and other buildings. The advertising of this account is being directed by the Wm. H. Rankin Company.

Oil Burner Account for D'Arcy Agency


Electrol Incorporated, of Missouri, St. Louis, formerly the Home Appliance Corporation, manufacturer of Electrol oil burners, has appointed the D'Arcy Advertising Company, of that city, to direct a campaign which calls for the use of magazines and newspapers.

H. G. Young, Sales Manager, Hascall Paint Company

H. G. Young has become associated with The Hascall Paint Company, Cleveland, as sales manager. He had been divisional sales manager of The Imperial Fibre Products Company, at that city.

Cleveland Realty Board Wins Advertising Trophy

The Cleveland Real Estate Board was awarded first prize for the best advertising campaign conducted by a realty board, at the recent convention of the National Association of Real Estate Boards at Tulsa, Okla.



A Message to the A. N. A.

The combination rate offered by the Boston Evening American and the Daily Advertiser, is *optional* with the advertiser.

Though not obligatory, most advertisers consider our attractive combination rate the most economic method of reaching the two separate circulations with similar preferences.

Boston Evening American Boston Daily Advertiser

Rodney E. Boone
9 East 40th Street
New York City

H. A. Koehler
Hearst Bldg.
Chicago, Ill.

S. B. Chittenden
5 Winthrop Sq.
Boston, Mass.

Louis C. Boone
Book Tower Bldg.
Detroit, Mich.

G STAR, WASHINGTON, D. C., FRIDAY, M

THIS AND THAT

By CHARLES E. TRACEWELL

Several years ago a gentleman by the name of E. T. Meredith was Secretary of Agriculture, having been appointed from the great State of Iowa, "out where the tall corn grows."

With the end of the Democratic regime Mr. Meredith left Washington, but his name still comes home to the hearts and bosoms of thousands of Washingtonians, once a month, through the medium of his magazine, *Better Homes and Gardens*.

The writer of this column takes particular pleasure in recommending this publication to his readers, not only because it occupies a field unique among monthly periodicals, but also because it is, in a sense, a larger *This and That*.

This column is built and founded on the home, and therefore has appealed to the readers of a home newspaper. The sensational, the "snappy," the ultra-clever, we have left to others, and have simply tried to write about the decent and true things, as we are given the light to see them.

This also explains the function of *Better Homes and Gardens*. Founded by a man who believes in American home life as the true backbone of our Nation, the magazine is edited by Chesla C. Sherlock, who has a vision of a detached home for every American family.

We do not hesitate to say that we regard it as the most "homey" magazine published, and, in so saying, we get around to its uniqueness.

* * * *

You will find that this small magazine has an honored place today in the affections of families all over the United States, largely because it gives them something in the periodical line which they never had before.

This may seem an amazing thing to say, when one stops to think of the number of publications which litter the newsstands. Have there not been "home magazines" before, and elaborate ones, too?

Yes, there certainly have — very elaborate ones — that was the main trouble. The accomplished publishers and editors of these estimable publications did get out wonderful magazines.

In the past we bought our full share of

these beautifully illustrated, superlative paper periodicals. We admired the picture of Mrs. Bluffington-Jones' garden on Long Island, with its great fountains, walls, pergolas, statues.

The interior of Mrs. Bluffington-Jones' home, too, compelled us to admit that no home we had ever been privileged to enter could compare with it. The console table in the magnificent hall was utterly beyond compare.

We read with bated breath the article by the efficient interior decorator, in which he told, with evident self-satisfaction, just how he had managed to make Mrs. Bluffington-Jones' home a place where no child would dare play.

Wistfully we looked at the pictures, elaborate and inclusive, showing how, why, when and where to grow the latest peony creations, costing from \$10 to \$50 for a three-eye root.

"Some day," we sighed, "we will plant peonies of that description in a garden so largely grand, near a beautiful mansion."

Then we placed the gorgeous publication in the waste-paper basket, and heartily wished that some inspired publisher would put out a home magazine for "just plain folks."

Better Homes and Gardens was the answer to our unexpressed plea. That literally thousands and hundreds of thousands of persons throughout the United States felt just as we did was shown by the growth of the publication, which has been achieved mostly by "mouth-to-mouth" recommendation.

There is no one who has been privileged to watch the growth and betterment of this publication, published at Des Moines, with its still very low price, who has not given it a place in his heart perhaps held by no other magazine.

Those who take *Better Homes and Gardens* form the greatest fraternity in the United States, for they are united by a common love of the finest things in life. They require no pledge of fealty, for they gave it without asking when they developed, as child or "grown-up," a love for the home and all it stands for.

Truly, the readers of *Better Homes and*

Gardens might appropriately paraphrase the pledge to the flag repeated by the school children of the Nation:

"I pledge allegiance to my home, and to the Republic for which it stands, my home indivisible, with liberty and justice for all."

The home does stand for the Republic. As Washington Irving said so long ago, every man will fight for his hearth, but who will fight for his stove! The quintessence of home life comes in the possession of a detached home, although the steps leading up to this have their proper places in the great plan of American home ownership.

* * * *

The growth of Better Homes and Gardens has not been alone in circulation, but also in quality and size. It started with a very poor title, "Fruit, Home and Garden," or some such clumsy arrangement. Then it evolved its present distinctive and appropriate name, and in various subtle ways became a first-class publication at a third-class price.

Mr. Meredith, in other words, as a man of the West might be expected to do, has played fair with his great family of readers. He had a vision of a home

magazine for me and for you, and for our neighbors—one that would help us in our average living rooms, and with our small back-yard gardens.

If we want "up-stage stuff," we still can go to the beautiful publications that abound in it, but now we have our own magazine, properly clothed, yet not "all dressed up," with a friendly clasp of the hand, and words of sympathy and advice.

Much of this effect is, no doubt, the work of the editor, Mr. Sherlock, whose two departments, "Across the Editor's Desk" and "Along the Garden Path," are always worth while. We particularly like the latter. A page of letters from readers has remained one of the most interesting features of the magazine.

Mr. Sherlock's series, "Homes of Famous Americans," has been a high light of the magazine for many months. All in all, we know of no more happy, honest publication to have around the home than Better Homes and Gardens.

We sincerely hope that Mr. Meredith will never allow his magazine to grow too large, or too clever, or too elaborate, or too high-brow, or too fancy, or too beautiful. We want it to stay always the homey magazine of our own "Home Sweet Home."

—Reprinted from the *Washington (D. C.), Star*
May 28, 1926

Reach the Home-Owners
and You Reach the
Best Neighborhoods



More than 700,000 Net Paid

BETTER HOMES
and **GARDENS**

E. T. Meredith, Publisher

Des Moines, Iowa

How Window Display Men Can Aid the National Advertiser

Display Association Convention Discusses Elimination of Waste in Window Display Material

"THE time is coming," J. H. Richter, display manager of The Fair, Chicago, told the International Association of Display Men in opening its twenty-ninth annual convention at Chicago last week, "when every national advertiser and every advertising agency will have a competent display man on its staff. National advertisers are at last beginning to realize that great waste in window display material is unnecessary and some already have capable display men in their organizations. The wider use of nationally advertised merchandise in windows offers a new opportunity to display men."

These remarks sum up most of the opinions expressed at the convention. The increasing importance of the display man as a vital factor in merchandising, not only as it concerns the retailer but the manufacturer as well, was emphasized by every speaker.

The jealousy which has existed between the advertising man and the window display man in the average store is fast being broken down. The display man's work is being judged by the dollars and cents results he creates and by the good-will his displays foster. He is enjoying greater confidence and by incorporating the same systematic management into the window department that is used by the advertising department his influence is making itself felt even as far as the manufacturer.

Joseph M. Kraus, president of the Window Display Advertising Association and advertising manager of A. Stein & Company, Chicago, said that today's vital need in window display is clearer understanding of the problems involved and greater co-operation in solving them. "National advertisers," he said, "are steadily learning the value of working along more and more unselfish

lines. The retailer and his display man need to tell advertisers what they will use in their windows. This would wipe out at once a huge waste in display material. Advertisers, agencies and retailers all need to develop the get-together spirit; that is today's most urgent need in window display."

Mr. Kraus told how his company, eight or nine years ago, found it impossible to get dealers to give them entire windows for a small item like men's garters. By keeping at it, A. Stein & Company finally made retailers realize that good displays would sell garters in sufficient volume to justify devoting entire windows to them.

Mr. Kraus reported that the Window Display Advertising Association is conducting researches now, the results of which would be announced at a meeting in New York in October.

DISPLAY MAN SHOULD BE BUSINESS MAN

Charles E. Wry, executive director of the National Association of Retail Clothiers and Furnishers, warned the display man against cultivating his artistic tendencies at the expense of building up a reputation as a business man. He should never consider himself as being apart from the rest of the store but should follow the example of the advertising man and become an integral factor in the organization.

The new officers of the association for the coming year are: W. L. Stensgaard, Chicago, president; O. E. Wheete, Tulsa, Okla., first vice-president; J. B. McCann, Washington, D. C., second vice-president; L. L. Wilkins, Oklahoma City, Okla., third vice-president; L. A. Rogers, Chicago, secretary; and A. L. Meadows, Fort Worth, Tex., treasurer. The next convention will be held at Detroit.

Babies Coo~

Mothers write letters of thanks
Newspapers print 2-column articles
because —

of the perfect layette *The Delineator* now offers to young mothers. To make sure that this layette would be absolutely correct, *The Delineator* submitted it to and had it approved by the Division of Maternity, Infancy and Child Hygiene of the New York State Department of Health, the Maternity Center Association, and the National Organization for Public Health Nursing.

from
PITTSBURG PRESS

SUNDAY MORNING, APRIL 11, 1926

Perfect Wardrobe for Baby Marked by Simplicity and Comfort, Say Style Chiefs

Doctors, nurses and social workers of the Maternity Center association of New York, experimenting in the research work rooms of the *Butterick Publishing Co.*, devised the baby's perfect outfit. From 26 pieces of cloth, the baby experts arranged the layette, which has been hailed by Mrs. William Brown Meisner, editor of *Delineator*, as the perfect layette and the last word in baby style.

SIMPLICITY IS APPEALING.

The layette is composed of back...

It is,
indeed,
the planned
magazine of service

THE DELINEATOR

Butterick Building, New York



57 Years of
HEINZ
57 Varieties

HEINZ
TOMATO KETCHUP

There Is Sentiment

WHY are we proud of the fact that the cards of the H. J. Heinz Company appear in every subway, elevated and street car of the United States? Because of a friendship bond that was started many years ago by Mr. Henry J. Heinz. He recognized the value of Street Car advertising in the early days when Street Car advertising men were struggling for existence. His faith in the medium, his kindly words of encouragement, and his helpful dollars were greatly appreciated.

Two years ago, upon the 80th Anniversary of the birth of Mr. Heinz and the 55th Anniversary of his founding of the

STREET RAILWAYS ADVERTISING



57 Years of
HEINZ
57 Varieties

HEINZ
COOKED SPAGHETTI



57 Years of
HEINZ
57 Varieties

HEINZ
 OVEN BAKED
 BEANS

Sentiment In Business!

J. business, 10,000 employes and officers of the H. J. Heinz Company dined simultaneously in 62 different cities of the United States, Canada, England and Scotland. Through special radio set-up, the diners at the 62 banquets heard the address of President Coolidge and other distinguished men.

There is sentiment in business and the army of employes of the H. J. Heinz Company are very sentimental when they talk of Mr. Henry J. Heinz. It is a tribute to our medium and a present day verification of the judgment of his father, that Mr. Howard Heinz, the President of the H. J. Heinz Company, is also a firm friend of Street Car advertising.

ADVERTISING COMPANY



57 Years of
HEINZ
57 Varieties

HEINZ
 PURE CIDER
 VINEGAR

QUALITY
not for just a job but
ALWAYS

True quality is seldom the result of an occasional effort; it must be inborn.

A cook may act the lady for a day, but a lady is a lady, always.

Quality has been a state of mind in the Goldmann plant for fifty years, but the desire for quality goes back even further than that.

It was inborn with the founder of this company. It was inborn with our craftsmen, some of whom have been here since 1876. Quality in printing implies something more than experience—it comes about by not being able to think in any other terms.

*A versatile, well-balanced plant
serving large buyers of printing.*



ISAAC GOLDMANN
COMPANY
80 Lafayette St. New York.

~Printers Since 1876~



New York City
The Printing Capital
of the World



Trying to Find the Jobber's Profit

Price Competition Has Forced Down His Percentage of Gains Almost to the Vanishing Point—One Reason Why He Can't Take Time to Devote to Selling Known, Advertised Brands

By Jesse Calvin

HOW about the problem of maintained prices, from the standpoint of the jobber? This is an important question, but one we don't hear discussed very often.

Competition among jobbers has forced the charge for handling to such a low point that very few jobbers are thinking of making money at the moment. If they are planning on staying in business it is because they are looking ahead to better times.

Anyway you look at it, wholesale distribution is here to stay until such time as modern apartment houses and bungalows are done away with and people get back to living in huge, old-fashioned houses with cellars, fruit rooms, store rooms and attics. The apple bin and the potato bin have almost dropped out of sight in the great majority of homes. People who formerly bought a barrel of apples now get a half dozen or a dozen. People who used to buy five or six sacks of potatoes in the fall and put them away in the potato bin, now buy a few days' supply in a paper bag.

Of course, that is more convenient than having to care for them all winter, sort them now and then, pluck off the "sprouts" and do all that sort of work. Then, too, potatoes shrink in weight over a winter. The middle men are doing the work now and charging for it. But competition among themselves is making it a question whether it pays to remain a middle man.

A wholesale grocer buys a carload of a certain article from a manufacturer. He pays inside of ten days or loses the cash discount. He needs that cash discount.

It is a shame to own up to it,

but jobbers now and then handle a carload of merchandise for that cash discount as profit. It is not really a profit, because handling the transaction uses up the "paper profit." "But," the jobber argues, "if I don't take the business, somebody else will. And it does help to swell my volume and may give me a little better buying power."

Even the big chains of stores have to operate as jobbers as well. The system of a hundred or so units, comprising the chain, is fed from a modern warehouse, through the means of a fleet of motor trucks. The warehouse has all the appointments of a well-conducted jobbing house and just about all the expense. As a matter of fact, the chain stores are finding that it is costing them as much to operate the wholesale end of the business as it is costing many jobbers. But many jobbers are willing to operate for less than the chain stores can operate their wholesale end. This makes for unhealthy competition all around.

JOBBER HERE TO STAY

Yes, wholesale distribution is evidently here to stay a long time. And why, after all, should wholesale distribution be done away with? The manufacturer cannot, in the normal course of things, go to the expense of selling direct to the retail trade in general. The great mass of little retailers cannot possibly buy in wholesale lots. Obviously, local warehouses are needed where the retailer can get complete service. And he goes a step farther and usually requires credit, which the credit manager of a manufacturing house could not well undertake. All these things being taken into consideration by the manufacturer and the

wholesaler and retailer, as well as by the thoughtful consumer, it is quite well established that the wholesaler has a right to live.

Every once in a while, one hears of this manufacturer or that one who has "gone direct." This is the manufacturer's privilege. He has a perfect right to sell in this "direct" way, if he so desires. But is it so "direct," after all?

In the first place, it means that the manufacturer is obliged to hire and send to a retail store, oftentimes many miles out in the country, a salesman who is worth at least the salary spent on sending him around—and his hotel and restaurant bills besides. Where now one jobbing salesman is in a position to accept orders for hundreds of lines, if each manufacturer sold direct to the retailer, thus eliminating the jobber altogether, it would mean sending hundreds of men to call on the retailer who now buys from a very few.

It is hard to appreciate what the great mass of retailers now contend with and the hours they spend in listening to salesmen. If each of these merchants had to listen to separate and distinct sales talks by different men from different houses, they would have no time for anything else.

It is not hard to realize what the manufacturer must contend with. Every year, scores of manufacturers send their representatives, or come in person, to see the wholesalers. They point out, in a kindly but frank manner, that they have to get a certain amount of business from each market. They give assurances that they are anxious to get this business through the wholesalers, but, if the wholesalers are not able to supply the business, then they must sell direct to the retailers.

And the wholesalers know that when and if, through the combination of good merchandise, good advertising by the manufacturing firm, strong missionary work and hard work on the jobber's part, an article does catch on with the buying public, the keen competition among wholesalers results in such fierce cutting down of the margin

of profit that in many an instance the line is handled at a loss! That is the problem of the wholesaler. Each wholesaler blames the other wholesalers. Regardless of who is at fault, none makes a profit. It is plainly entirely wrong for the manufacturer to expect a sound distributing future for his merchandise when the distributor is expected to handle it at no profit.

A TALE OF A TOOTH-BRUSH

Recently I stepped into a drug store in a prosperous residential section to buy a tooth-brush. The request was for a Doctor West brush. The alert young woman behind the counter said there was none in stock. Mildly interested, I asked for a Pro-phy-lac-tic. "Well, yes," it seemed that there were a few of that make on the shelf. But here was a really splendid assortment of some unknown brand of brush. The young woman undertook to demonstrate the value of this special line of brushes. She had many splendid arguments for the brush and backed them all up by saying that the store would replace any of this line of brushes which failed to give satisfaction.

"All right," I said, "I'll take one of these brushes just because you have put up such a fine selling talk. But tell me why you have gone to all this time and trouble to get me to buy a brush that I didn't really want when you could have handed me a Doctor West or a Pro-phy-lac-tic and everything would have been done and over with in a few minutes."

"I sold you a brush for sixty-five cents," was the answer. "You will like it very much. The fact that it is not advertised and that you never heard of its name isn't going to make it any less satisfactory, because it really is a good brush. Of course, it costs more, but you'll forget the matter of a few cents when you get to using it. But the main reason is that we make a fine profit on that brush and don't on the advertised brush."

Now, here was an unsound situation in the manufacturing and distributing job. The advertising and

K N O W N M E R I T



LAURENCE
STALLINGS

Books



sales departments of the manufacturer, aided and abetted by a strong campaign directed toward the consumer and a force of men working with the retailer, were having to meet competition from within. The wholesaler and retailer are and must be partners of the manufacturer. If they are not, then a load is being placed upon the advertising and sales departments of the manufacturer which should not be there. But the wholesaler and retailer cannot be expected to act as partners of the manufacturer unless they can be adequately or at least reasonably compensated.

The manufacturer says to himself: "So long as I have the consuming demand, I should worry. The jobber and retailer hand out what people ask for." That is true to a certain extent, but only to a certain extent. And every day more jobbers and more retailers who "hand out what is asked for" and hand it out at a loss are either going out of business or are changing their methods. The manufacturer who is trusting his future to such an unsound outlet is simply shutting his eyes to a dangerous and risky future. He probably wishes that all he has to get is consumer interest. The wish probably fathers the thought that the distributor may be ignored with safety.

The selling ability of the jobbing salesman and the retailer is really tremendous, notwithstanding the attitude of so many manufacturers that jobbing men and retailers cannot sell goods. They most certainly can sell goods when they see a good financial reason for doing so. They have to have that ability. If they haven't that ability to sell goods, they can't stay in business. They really have no choice. The retailer, for instance, who fits up a good store, carries only standard and advertised brands, gives a good delivery service and a competitive credit service and then ignores salesmanship and puts his prices on a par with the prices which other merchants put on these lines that "sell themselves," may do a lot of busi-

ness but when it comes to profits, "that's something else again!"

Just in passing, it is interesting to note that the chain stores which grew into real strength through the featuring of advertised brands at low prices are, at this time, still using certain well-known advertised brands as "bait on the hook" to get the crowds into their stores, but the real effort of chain-store merchandise men is devoted to promoting the sale of merchandise which is of high quality and which will give satisfaction, but which at the same time shows a profit. And all too often the bulk of this effort is placed behind brands which are a long way from being "advertised and known brands" from the viewpoint of the advertising man.

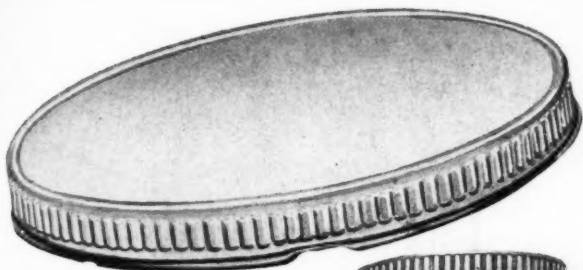
Now, is this an indictment of advertising? Is it an indictment of the wholesaler and retailer?

No! This writer maintains that it is an indictment of the policy of the manufacturer of the "advertised and known" product who shuts his eyes to the danger of permitting his product to pass through the hands of jobber and retailer without a profit. In so doing, he is putting more and more of a load upon the advertising dollar and the dollar invested in missionary and introductory selling. The result, in many cases, is that the cost of advertising and selling, per unit, is going out of bounds. And there are people, in such event, who argue that advertising and introductory selling are wasteful. This argument is unsound when one stops to consider that it is perfectly easy to place the finger on the sore spot in the whole operation of distribution.

The manufacturer needs the wholesaler and the retailer. "Muzzle not the ox which treadeth out the corn" was sound wisdom 2,000 years ago and still is today.

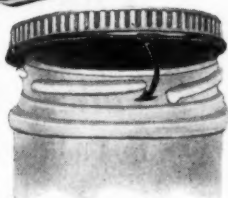
Drug Chain Appoints Seattle Agency

The J. F. Held Advertising Company, Seattle, has obtained the account of Brayley's, Inc., operating a chain of drug stores in the Pacific Northwest. Newspapers in that territory will be used.



Note the Amerseal Principle

The equally spaced lugs of the cap engage corresponding and slightly inclined threads on the container, making an airtight closure, yet easy to open and as easy to close.



Guard the Quality of Your Product

to the Consumption of the Very Last Drop!

Certain qualities of flavor, strength or fragrance make your product what it is. Don't let the consumer form the wrong conception of your product through his or her carelessness in replacing the cap. Use the cap that automatically means a perfect closure every time!

The Amerseal is the only cap that is seal and reseal in one; the only cap that protects the quality of your product from the time of packing to

the consumption of the very last drop.

The contents of a container capped with the Amerseal can't cake, dry out or lose fragrance, for the Amerseal makes a perfect air-tight, leak-proof seal with no chance of a false closure as there is sufficient flexibility in the cap to meet variations in the glass.

The Amerseal has no raw edges to cut the fingers. The cap may be had plain, enamel-sprayed or lithographed.

Write for particulars of *your* product Amersealed.

AMERICAN METAL CAP COMPANY

Brooklyn

New York

Branches in the following cities:

Chicago
Cleveland
Detroit

Los Angeles
San Francisco
St. Louis

Portland
Seattle
Louisville

The AMERSEAL CAP

A Better Seal-and-Reseal Is Not Possible

THE CIRCULATION of
The New Yorker in New
York—40,000 out of a
total of 46,000—is
equivalent to that of
national periodicals ex-
ceeding a half a million
in circulation.

The
NEW YORKER

25 West 45th Street, New York

ADVERTISERS numbering 374 have contracted for publication in The New Yorker during the remainder of 1926 a total of 1668 pages of advertising, an average of 64 pages to the issue.

The
NEW YORKER

25 West 45th Street, New York



ADVERTISING experts said that cheesecloth couldn't be advertised or branded. We said it could. This man tells us now that Economist Group advertising was the chief factor in establishing his business on a brand basis and materially helped increase his cheesecloth sales by many millions of dollars, over a period of four years. He knows the **POWER** of the Economist Group. If properly advertised, any good line can be profitably advertised to department and dry goods stores.

Three Descriptive Trade-Marks Are Denied Protection

Opinions Recently Handed Down by the Court of Appeals Emphasize
the Importance of Picking Names with Care

Washington Bureau
of PRINTERS' INK

ON its last decision day, the Court of Appeals of the District of Columbia handed down three opinions which should serve as warnings against the adoption of descriptive and general words as trade-marks. These cases plainly show that it is next to impossible to protect a mark consisting of a descriptive word, or one in which such a word is the main feature.

Probably the most important of the decisions was the result of an appeal from a decision of the Patent Office. In this case, the Franklin Knitting Mills, Inc., filed an opposition to the registration by Kassman and Kessner, Inc., of the words "Fashion Park" as a trade-mark for hats and caps. The basis of this opposition was the prior use and registration of the mark "Fashionknit" on similar goods by the Franklin concern.

The Patent Office ruled that the word "fashion," being descriptive, as applied to wearing apparel of any kind, is not susceptible to exclusive appropriation. The opinion declared that to sustain the opposition would be to hold that no one could register as a trade-mark the descriptive word "fashion" combined with any other word whatever, because no other word so combined could be more dissimilar to the word "knit" than the word "park." The opinion also held that this would, in effect, substantially grant the Franklin Knitting Mills exclusive rights to the word "fashion" alone.

In affirming this ruling of the Patent Office, the Court of Appeals declared that it is in harmony with the opinion in the case of the Franklin Knitting Mills, Inc., versus Fashionknit Sweater Mills, Inc. (297 Fed. 247), where the court said:

"As applied to neckties, 'Fashion-

knit' certainly means 'Knit in Fashion' or 'Fashionably knit'; it can mean nothing else, and the mind naturally attributes some meaning to the combination of such usual words."

Hence, the Court of Appeals held that both parties have the right to use "Fashion," since the word "Park" sufficiently distinguishes the mark of Kassman & Kessner from the opposing mark, "Fashionknit."

The next case involved the same parties. In the opinion, the Court of Appeals again sustained a ruling of the Patent Office, holding that Kassman & Kessner's trade-mark "Fashion Club" was registrable, and said:

"For reasons stated in the preceding opinion, we agree with the Patent Office that 'Fashion Club' is not deceptively similar to appellant's mark, 'Fashionknit,' and accordingly affirm the decision."

"NARCISSE BLEU" PASSED

The third decision of the court failed to sustain the opposition of the Caron Corporation against the registration of the mark, "Narcisse Bleu" for perfumery. The appellant's brief relates that Caron registered his mark, "Le Narcisse Noir," on April 15, 1924, under the Act of 1905. "These are French words meaning 'Black Narcissus,'" the brief continues. "Sales in the United States of perfumery products of French manufacture under the 'Black Narcissus' trade-mark began in 1913. In 1919 or 1920 they had attained considerable popularity and were on sale in practically every important store throughout the country in which perfumery is retailed."

The brief also states that Henri Muraour & Cie., a French company, applied for registration, under the Act of 1905, of the words "Narcisse Bleu," meaning "Blue Narcissus," for perfumery

products, claiming use since March, 1923, and continues:

"The application states that Henri Muraour & Cie., 'presents herewith five specimens showing the trade-mark as actually used by the applicant upon the goods.' The declaration states 'that the specimens show the trade-mark as actually used upon the goods.' At the time appellant's testimony was taken, in May, 1924, no goods were being sold on the American market labelled 'Narcisse Bleu.'"

It is then alleged by the brief that it was about ten days after the examiner's decision, which was rendered November 13, 1924, when the first perfumery goods labelled "Le Narcisse Bleu" began to appear and be advertised in New York, that the specimens of labels filed with the application were mere typewritten slips, and that as to the labels actually used on the goods the words of the mark appear on a black background. The brief proceeds to present the arguments in opposition by featuring three principal points as follows:

"The words sought to be registered meaning 'Blue Narcissus' are of such near resemblance to 'Black Narcissus' as to involve the likelihood of deception."

"In connection with the appellee's real labels showing the word 'Narcisse' on a black background, the proposed trade-mark was likely to deceive."

"In that it presented spurious labels and concealed the fact that the real labels were such as to render the proposed trade-mark likely to cause confusion, the appellee's application was deceptive and fraudulent and should have been rejected on that ground."

In elaborating these three points, the Caron Corporation appears to have built up a strong case for its opposition. It cited a number of cases in support of its contentions that the resemblance between the two marks is self-evident, that the proposed mark was deceptive when used in connection with a particular label, and that the law provides for the filing by the applicant of "such number of specimens of the trade-mark as actually used, as may be required by the Com-

missioner of Patents." But the corporation lost its case and failed to protect its mark for the reasons explained by that part of the opinion of the Court of Appeals which follows:

"The opposer relied upon prior trade-mark use on the same class of goods of the mark 'Le Narcisse Noir.' The Patent Office ruled that 'Narcisse,' being the French word for Narcissus, necessarily is descriptive as applied to perfumes. We concur in this view. . . . Opposer, by selecting such descriptive term, assumed the risk that others might also use it, provided their use was not deceptively similar to that of opposer. We agree with the Patent Office that, inasmuch as each party has the right to use 'Narcisse,' 'Narcisse Bleu' and 'Narcisse Noir' are not deceptively similar."

Cannot Use "Dunlap" as Shoe Trade-Mark

The Bettmann-Dunlap Company, Cincinnati, shoe manufacturer, has been denied the right to use "Dunlap" as a trade-mark for shoes, under a decision handed down by First Assistant Commissioner of Patents Kinnan. Dunlap & Company, New York, makers of Dunlap hats, objected to the use of the trade-mark.

Champion Electric Appoints Yost Agency

The Champion Electric Refrigerating Company, St. Louis, maker of home ice-refrigerating machines, has appointed the Yost Advertising Company, St. Louis advertising agency, to direct its advertising. The initial campaign calls for the use of newspapers, trade publications and direct mail.

Plan to Advertise Texas

Business men of the State of Texas have organized the Advertise Texas Committee, for the purpose of raising a fund of \$500,000 to be spent in advertising their State over a period of five years. W. B. Crawford, of Waco, was appointed temporary manager of the campaign at a recent meeting at San Antonio.

Commercial Poster Company Appoints E. W. Friedholdt

E. W. Friedholdt has been appointed manager of the Chicago office of The Commercial Poster Company, Cleveland. He was formerly with the National Printing & Engraving Company, Chicago.

"Wings of Time"

1926



*National Display
Advertising*

*Local Display
Advertising*

*Five months have flown by and
The Times-Union is 109,538 1/2 lines Ahead
of all Albany Daily Newspapers*

*Circulation well over 40,000
and growing every day*

Albany Newspaper lineage is audited by
De Lisser Brothers
Accountants, 154 Nassau St., N. Y.

Representation
Verree & Conklin Inc.
New York, Chicago, San Francisco, Kansas City

The Times-Union.

ALBANY'S LEADING NEWSPAPER
BY EVERY POSSIBLE LOGICAL COMPARISON

No Discount on Agent's Commission

THE MARX-FLARSHEIM COMPANY
CINCINNATI, OHIO

Editor of PRINTERS' INK:

One of our clients has brought up the question of whether an advertising agency should allow a discount of 2 per cent on the gross amount of the bill, or simply pass along the 2 per cent on the net, which the agency receives from the publisher.

We would like to have any information in your possession as to what is standard practice in this matter.

THE MARX-FLARSHEIM COMPANY,
HENRY B. FLARSHEIM.

BEFORE we answer this question we are going to simplify two of the terms used, namely, "gross" and "net."

In this question "gross" means "card rates"—the rate any purchaser would have to pay for space; "net" means "card rates less the advertising agent's commission"—usually 15 per cent.

Now, the publisher or owner of an advertising medium pays that 15 per cent to the advertising agent in return for various services. He does not feel that he should allow any discount on that 15 per cent; neither does the agent feel that any part of that 15 per cent should be cut down, because one of his clients happens to take advantage of some medium's offer of a discount for cash. This means that where there is a discount for cash that discount is allowed on the remaining 85 per cent, (or whatever the percentage may be after the agent's commission has been deducted).

The use of actual figures will probably make the foregoing statements more readily understandable. Suppose an agent's client has spent \$100,000 for space in newspapers, and the client wishes to avail himself of a 2 per cent cash discount allowed by those newspapers, then the agent's bill to his client should be explained in the following manner:

Card rates on space.....	\$100,000
Less amount allowed to agent as commission by publications (15 per cent)	15,000

Total amount to be paid publisher if there is no discount

for cash	\$ 85,000
Less 2 per cent discount for cash. (Note that this discount is on \$85,000)	1,700

Amount due publisher.....	\$ 83,300
Amount due agent.....	15,000

Total amount due from advertiser	\$98,300
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This explanation, it might be said, is an explanation of the practice generally of members of the American Association of Advertising Agencies on this question.—
[Ed. PRINTERS' INK.]

Head Paint and Varnish Sales and Advertising Conferences

R. E. Mercer was elected chairman of the advertising managers' conference, and Willard E. Maston chairman of the sales managers' conference at the annual convention of the Paint and Varnish Advertising and Sales Managers' Conferences, which was held recently at Philadelphia. Mr. Mercer is advertising manager of the Lowe Brothers Company, Dayton, Ohio. Mr. Maston is director of sales of The Eagle-Picher Lead Company, Chicago.

Other officers of the advertising managers' conference are: Vice-chairman, A. C. Kleberg, Valentine & Company, New York; secretary, William Knust, National Lead Company, New York, and directors, Wells Martin, Martin Varnish Company, Chicago, and C. F. Beatty, New Jersey Zinc Company, New York.

Mr. Maston will appoint the other members of the sales managers' council shortly.

Noe-Equil Advances Albert G. Burns

Albert G. Burns, for several years sales promotion manager of the Noe-Equil Textile Mills, Inc., Reading, Pa., has been appointed Pacific Coast sales manager. His headquarters will be at either Oakland or San Francisco and he will have charge of sales over ten Western States. Mr. Burns will take up his new duties August 1.

W. S. Campbell Leaves Toledo "Blade"

Walter S. Campbell has resigned as classified advertising manager of the Toledo, Ohio, *Blade*, to join the Associated Editors' Classified Service, with headquarters at Chicago.

"Keith's Magazine" Changes Name

The name of *Keith's Magazine*, Minneapolis, has been changed to *Keith's Beautiful Homes Magazine*.

Is One Newspaper's Space as Good as Another's ?

Do the brains, money and courage that are required to lift a newspaper to ever-greater levels of excellence—do these things command no more than a casual premium in the advertising market?

Is bucket-measure the ultimate gauge of circulation's worth?

If so, The Dallas News is barking up a sadly misjudged sapling. We should have been long gone.

Yet here we are, bigger, stronger, more influential than ever before in all our forty-one years of leadership.

Furthermore we are going to keep right on developing the value of our newspapers, subordinating profit to public safeguard,

making Circulation stand and salute Sincerity of policy and practice until somebody shows us a more profitable course to follow—which nobody has yet.

* * *

We believe that newspaper character and newspaper influence are the biggest things an advertiser buys. They are certainly the biggest things a newspaper possesses.

Let nobody look upon this as an alibi. The News has always led its field in volume of circulation and probably always will.

Still, you *can* buy circulation in quantity lots from any medium.

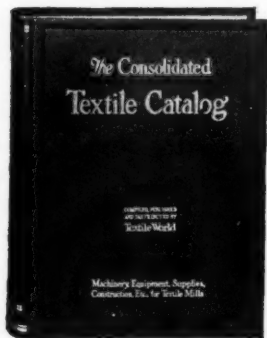
You can only buy The Dallas News' circulation from The Dallas News.

Dallas is the door to Texas

The News is the key to Dallas

The Dallas Morning News

It hooks up with



IN fact, no sales plan to cover the textile manufacturing industry is complete without use of the **CONSOLIDATED TEXTILE CATALOG**.

Textile World carries your week to week message—builds good will, solicits inquiries, keeps your name before the trade, or performs whatever function you plan within the province of periodical advertising.

Textile World

The CONSOLIDATED TEXTILE CATALOG carries your *specifications*. It is the standardized means of placing these specifications before the buyer *when he is in the act of placing orders*.

That's the way these two publications function together in the buying process of the textile industry. To complete the tie-up all advertisements in Textile World of firms using both publications will henceforth carry a standard logotype "See also CONSOLIDATED TEXTILE CATALOG."

The 1926-27 edition of the CONSOLIDATED TEXTILE CATALOG is now in process. There is no time for delay. Complete information gladly supplied on request.

Textile World

334 Fourth Ave., New York

Member
Audit Bureau of
Circulations



Member
Associated Business
Papers, Inc.

Space Buyers Read Trade Paper Advertising

A vast amount of direct-by-mail advertising from publishers could be eliminated to the relief of agencies and advertisers and to the profit of publishers.

Much of it the buyers would *prefer* to read in publishers' advertisements in the trade papers. It saves time.

Without disparaging direct-by-mail advertising, the truth is that much of it clutters up a space buyer's desk and is actually a nuisance.

It is equally true that much of the *copy* in publishers' advertising whether direct-by-mail or in trade papers is not worth a space buyer's attention.

Space buyers with agencies and advertisers read publishers' advertising when intelligently planned and executed. Some material is more effective if mailed, read and filed for reference. Some is better in a combination of mail and trade paper. Other campaigns might better be confined to trade papers alone.

Publishers should buy advertising as they sell it. Don't buy just one advertisement or two, but a *planned campaign*. And figure on keeping it going year after year—not on the identical scale, necessarily,—but decide that you will advertise over a period of years.

Then fill your space with facts your prospects can *use*. When you come to a period—*stop*.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

Fiction to the Rescue

How One Sales Manager Gingered Up a Moribund Organization

By S. K. Wilson

MORE years ago than my wife allows me to publish, I submitted a short story to my college literary magazine. It was short—short of about everything a story should have. Poet on board ocean liner. An authentic poet. With a "name." And—with a tender heart. This bard is induced to "do" a lyric for the ship concert.

On the same program is another "poet"—a phony one with a pretty ego and a prettier wife. The all-wool poet has observed with benevolence the amorous antics of this evidently newly spliced pair. Clearly the girl idolizes her spouse. Always prattling about his "lovely poetry." Accident summons the imitation songster first. He reads, with suitable rapture, a piece of doggerel higher in gush than in grace. Everybody but the wife is in fits. She beams with 18-point pride.

The real poet squirms. Without vanity, he knows his number, which is next, will knock the everlasting daylight out of his predecessor's. One look he sinks into the wife's devoted eyes. Then—snatches his pencil and hastily but deliberately mutilates his own poem. Kicks the rhythm askew here, derails a happy rhyme there. Reads a terrible travesty and draws his chaste reward from the girl's 24-point contempt of her husband's presumptuous rival.

A few days later the editor called me in.

"Well, Freshie," he said, picking his teeth with a corner of my MS., "this story's not so bad. Decently written. Original plot. We've canned it, though. 'Cause why? Hangs on an impossibility!"

I protested that maybe not on college editorial boards but elsewhere self-sacrifice could and did occur.

"Not the point," he replied. "Your man's action is morally O.K., but is physically and mentally impossible. Here, try it your-

self"—he crammed a volume of verse and a pencil into my hands—"let's see you deface any poem there in a few seconds and not make crazy nonsense of the meaning. The meaning, man! Your poet had to leave that, didn't he? And it can't be done."

Well, I tried it. And it couldn't. Ouch! I hadn't thought of that.

Years later, I accepted an almost identical challenge. Commercial setting this time. With two friends I had launched a publishing business. Set of books for salesmen to read. Flaming success—for a time. Twenty-six salesmen—on commission only—at the peak. Sales crackled.

S. O. S.

Then—an unexpected general slump. Business began to retrench. The set of books became a luxury. Almost overnight sales stopped. We'd disbursed all our capital. Something had to be done. Friend number one, the sales manager, did his bit. Resigned. Friend number two, not to be outstripped in resourcefulness, also tied a can to himself. That left the editor—me. With more spunk than sagacity, I decided to stick.

I called the salesmen together—those who were left! Made 'em an impassioned speech. Rally round your new sales manager, no need to get panicky, I blustered. Just go out and sell. Grief? Sure, but there's always a way. Won't buy? Make 'em. Use your wits. Forget your stock patter. Try new methods, new psychology. That detested word got one man's back up.

"All very well," he growled, "but what? Which? What would you do if you stacked up against prospects who declare they aren't even buying shoes? Who won't, most of 'em, even see a salesman? What's your formula?"

Well, there I had it between the

eyes. Let's-see-you-do-it-yourself stuff, just like the college story episode. Could I show them? An imaginary experience, perhaps—write a story, not for a college paper this time, but for bread and butter, for career, that should dig a dozen men out of a hole?

"All right, you fellows," I said. "Give me till tomorrow morning and I'll draw up some kind of plan or confess you've a right to feel licked."

The appended playlet, written and printed within twelve hours, was the result. Day or two ago, looking through some ancient files, I dug up my rough notes for it. (The brochure itself has no doubt gone back to its original pulp.) Struck me there might be suggestiveness in it for other harassed sales executives. Here it is, therefore, as I've been able to reconstruct it. The title, *Hurdles: an Interview*, starts the athlete off at

Hurdle 1: The Outer Office

The scene is physically cheerless, almost bleak. A room, perhaps twenty feet square, conspicuously bare; boasting neither carpet nor rugs; two grimy windows giving on a blank wall admit grudgingly a natural light which seems depleted rather than increased by a bracket of anemic electric bulbs; not even a pictorial advertisement on the naked walls; dust everywhere; on hard rectangular settees against two walls sprawl a half-dozen discouraged-looking salesmen; there is a battered flat desk in the centre of the room at which George Dooit, secretary to the president of the Hardshell Manufacturing Corporation, is just languidly reseating himself as, on the stroke of eleven o'clock, "Pep" Goode, another salesman, enters and joins the now animated contingent on the settees.

Dooit is a clean-cut, bustling chap of about twenty-four, not without that taint of self-importance which can turn so easily to insolence. He snaps his watch open, lays it like a gun on the desk, consults some notes on the back of an envelope and rasps:

"Mr. Grouse has just twenty minutes this morning, and only if

there's something very important. First man!"

"Pep" Goode sits back at ease as one after another of his predecessors goes through his set approach speech and is curtly turned down or fobbed off for another day. In three minutes, thanks to that intimidating opening thrust as to the boss's limited time, the last of the six has bowed himself out and Dooit gathers his papers together with the half-smile of satisfaction that registers a bluff brilliantly got away with. About to rise, he becomes aware of Goode still sitting at ease and smiling appreciatively. Dooit is puzzled: this man doesn't act like a salesman; no hurry, no flustered deference; just that grin. Dooit smiles back in spite of himself.

"Did that well," murmured Goode, still holding on to that understanding, "pally" smile. Dooit unbends further. "But you'll not expect to get rid of me that easy, will you?"

"Not so sure," growled Dooit, stiffening up one side of his grin at a hint of challenge.

"You know you've not really taken a look at me yet," Goode went on smoothly.

"Oh—oh, yes; you're the chap left that booklet last week—some set of books, wasn't it?"

"It was—and is! But if that's all you recall about it you haven't read the booklet as I thought I'd got you to say you would—always knew I was a rotten salesman!"

Goode's disarming smile was met by the other man's now entirely unreserved laugh.

"Oh, no, you're not; you got me all right on that first talk, but I've been rushed to death—and after all I did lay the booklet on the boss's desk and what's more I've seen him with his nose in it once or twice. Tell you what you do: come back another morning when he's not so busy—"

"That twenty minutes you spoke of," cut in Goode, reflectively. "That's gone now. What you got down on your list for the next twenty?"

"Well, er—"

"Oh, come, old man: slip me

Continued Leadership

In the World's Greatest Market

THE value of The Sun as a medium for building sales in the great New York market is indicated by the pronounced and continued preference which advertisers show for The Sun.

For eleven consecutive months The Sun has published more advertising and has made larger gains in advertising than any other New York evening newspaper.

In May advertisers used 1,379,052 agate lines in The Sun. This was 78,770 more than the volume placed in the second New York evening newspaper.

The Sun's gain in advertising, comparing May of this year with May of last year, was larger than the combined gains of all the other New York evening newspapers.

ADVERTISING in The Sun is equally productive for manufacturers who sell their products through local retailers and for New York merchants who draw customers from all parts of the New York market into their individual stores.

Both National Advertisers and the Manhattan Department Stores have for years used more

space in The Sun than in any other New York evening newspaper.

THE SUN'S large circulation is concentrated among intelligent people of moderate or more than moderate means—people who have money enough to buy not only the necessities of life but also the comforts and pleasures of life—people to whom quality and service and style are more important considerations than price—people who constitute the most profitable market for advertised products of good quality.

THE SUN is a home newspaper. It enables advertisers to reach all members of the family six days a week. It is an effective medium for selling everything from automobiles and radio sets to laundry soaps and lingerie.

Eighty-two per cent. of The Sun's circulation is distributed after 3:00 o'clock in the afternoon, when New Yorkers begin to go home with their newspapers, and 97% of its readers live in the New York city and suburban trading area.

THE SUN'S large, responsive circulation is a growing circulation. During the six months ended March 31, 1926, The Sun had a daily net paid circulation of 257,067. This represents an average increase of 11,593 copies a day over the corresponding period of 1925.

The  Sun.

280 BROADWAY

NEW YORK

through to him. You know in these depressed times he's not got a frightful lot on. Fact is, I'll bet what you're trying to save for him is this afternoon's ball game—"

"Wrong there," chuckled Dooit, "it's golf! Come on, you win; but don't blame me if he throws you out."

Hurdle II: The First Word

The inner office is less spacious even than the anteroom, but a totally different atmosphere reigns. Order, competent management, efficiency speak from the walls, lined with teeming bookshelves, from the desk with its crisp piles of notes and correspondence files, and from the arched back of Mr. Grouse, bent over a sheaf of what appears to Goode ominously like bills. He does not look up from his work.

Dooit: "This gentleman—"

Grouse: "Can't see anybody."

Dooit: "But—"

Grouse: "Won't see anybody, then."

Goode (breaking in sweetly): "Mr. Dooit's got me wrong, Mr. Grouse: I'm no gentleman! How about two minutes for a rough-neck?"

Grouse (his mouth twitching slightly, but still not looking up): "That sounds human, but—"

Goode: "Besides, you don't have to 'see' me if you can't stand it. Just reach out your right hand and salvage that little green booklet on the corner of your desk. It both looks and talks better than I do!"

Grouse (pushing back his work with a reluctant laugh): "You're an original guy, anyhow. Sit down—for two minutes. That's all, Dooit. Booklet? What booklet? Oh, ho, this 'Power-houses of Business,' hey? See here, that's a good selling idea you've got there; makes every man on the sales force a better salesman by putting presidents to work as *engineers of ideas*. It's good. It's got a punch. Who thought of it?"

Goode: "Just common sense and honest dealing, Mr. Grouse. But did you read it, sir?"

Grouse: "I did—and what's

more, I ate it. It's bully fine dope. The selling ideas are corkers. But you're wasting your time here, for even if I were 'sold' to the need of such books I wouldn't invest anyhow. We're not spending a red cent. Wouldn't buy stamps at a discount. Sorry. Thanks for the chance to read that booklet. Here it is and—good morning!"

Hurdle III: The Stock Objections

Goode (treating Mr. Grouse to an unexpected dose of immovable silence, until the latter, irritated and on the defensive, looks up and meets his smiling eye):

"Mr. Grouse, you're a rational person or you wouldn't be where you are. And no rational man will refuse to spend money that will make money, and what's more, spend money even in the worst times if that expenditure's going to net a profit. You'll probably admit that ideas are fundamental to success; that you and your salesmen need all of them you can get; that you can only get them through reading; and that ideas in useful book form are practical means toward such an end."

Grouse: "Grant all that, where are you coming out?"

Goode: "Right here, sir: when is the best time for furnishing your mind with these indispensable ideas—when business is booming along on the old lines or when it's flat on its back and needs a tonic like the very devil?"

Grouse: "By gosh, you've a point there!"

Goode: "There's more to it. For when business is good you have neither time nor inclination for working at new selling plans; everything's satisfactory as is and why go to any trouble? But when business is bad, you've time on your hands to lay plans for its revival; and how do that to better advantage than by familiarizing yourself with the ideas of the best brains in America? Indeed, how do it otherwise at all? Far from bad times being a deterrent it is the very season above all others when ideas both ought to be laid in and can be absorbed at leisure."

Grouse: "There's something in

The Times, evening,
The Herald, morning,
Hearst Newspapers
in Washington, D. C.,
carried 957,464 lines
of daily display
advertising during
the month of May, 1926.

These 957464 lines,
added to the daily
lineage of ONE other
Washington newspaper,
was 82 PER CENT
of ALL Washington
display advertising
for the month of May.
The key to Washington
newspaper coverage
is Hearst circulation!

Hobson, New York; Crawford, Chicago; Franklin Payne, Detroit



WHERE TWO CARS ARE NONE TOO MANY



MOTOR-CAR makers have long heard talk of the saturation point, of that approaching day when every home that can possibly afford a car will have one. Against this theoretical limitation of sales are cited various opposing factors — replacements, exports, the natural growth of population, the increase of prosperity.

And a fifth, which is becoming more and more important—the plural market, the families which are recognizing that they have use for more than one car.

In hundreds of thousands of homes already the pressure of modern life is such that two cars will be none too many.

Naturally one thinks first of the class who in the half-forgotten age of the horse had a row of stalls and a well-filled carriage shed. But for some years people in that status have had their fleets of cars, big and little, open and closed. Add them all together and they make but a scanty list of prospects.

No, the tempting two-car and three-car market is far wider than that. It is among the moderately well-to-do, the 700,000 or so who will buy additional cars neither for ostentation nor sporting interest nor the mere love of possession, but because they have downright need for more personal transportation.

The man who drives to business is not comfortable in the thought that his wife must go shopping by bus or trolley. The wife, delayed at a tea, wonders uneasily how her husband will like going to the country club in a

WHERE TWO CARS ARE NONE TOO MANY

taxi. The daughter has those engagements of vast importance to youth, which can not be suitably met on foot. The son has his rights, speaks up boldly for them, and in the up-to-date home gets a fair hearing.

Two cars are none too many. No longer an extravagance, but now the normal requirement of any highly-organized home, the second or third car is bought carefully and with an exact purpose in mind. The discrimination shown in the purchase of such cars is much keener than in that of the first car. Often economy and all-round usefulness are the tests. In other cases, the older car is to become the knock-about and the new one the pride of the family. In either event, the buyer knows cars and has a clear conception of his purpose in buying.

The two- and three-car market is among the readers of THE QUALITY GROUP magazines. This is not merely because of the proved buying power of their 700,000 readers. They are the sort of people who feel and respond to the stimulus of present-day social activity. They have the sense of proportion and family justice which leads to the decision to get another car. They have the intelligence to select only after careful comparison of values—which includes the observation of advertising.

The advertising in THE QUALITY GROUP is *next to thinking matter*.

THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

what you say; and it is true, of course, that if you can show me a reason to buy I can probably hock Mr. Dooit or the office cat for the price. You're getting me warmer; but, after all, why should I take on more reading matter for my men?"

Goode: "Mr. Grouse, if I were asking a busy man to do only that I'd deserve to be licked."

Grouse: "Let's see this precious set of books; I suppose you have specimen copies. M'm. Yes, right off the bat, here's an article I like."

Goode: "A pretty good piece, isn't it, with a clinking idea in it?"

Grouse: "Yes, yes, but I've read something like it somewhere; don't want duplications!"

Goode: "Well, now, let's see: rather a detailed and complex idea, wasn't it? How long could you carry it in your head?"

Grouse: "I get you. And if I happen to want to refer to it three months from now I'd be howling, 'Where in h— did I read that?' Couldn't remember where I'd first seen it."

Goode: "Exactly. At the end of the year you have in our books a permanent accessible record of many of the worth-while ideas of America's best brains—actually a storehouse of those brains."

Grouse: "But how is it going to make me money?"

Goode: "You're not seriously asking me to prove to you that ideas mean money? But even taking your question literally: The salesmen for one big concern in the hardware field did 30 per cent more business after being equipped with these books. One salesman sold a new customer \$1,800 worth of merchandise by using an idea you will find on page fifty-one, volume two. You will note that this idea could be applied to virtually every business. This is not an academic set of books, Mr. Grouse, but a record of successful, proved ideas. One of our patrons, tackling the question of how many such proved concrete ideas a given number of pages would contain,

listed thirty-eight out of sixty-four pages, or 59 per cent. These pages were chosen at random and may thus be considered representative. Practically 60 per cent of the books consists of successful proved ideas; and 30 per cent of the balance, according to his classification, conveys statistical and other concrete information which might be plausibly construed as ideas, too."

Grouse: "Seems to prove that point fairly neatly; and it's a good point, too—your best selling point, in fact, since it hits a man flush on the spot where he's most sensitive: on the money-saving-money-making nerve!"

Hurdle IV: The Close

Goode: "When, Mr. Grouse?"

Grouse: "When—what?"

Goode: "When do you want to have these delivered, today or tomorrow?"

Grouse: "Come, that's traveling pretty fast. Some time, all right; you've got me 'sold'—but where's the hurry? Fifty dollars is half a century, you know; and even \$15 for the least expensive binding—you see I've taken the pains to read your price-list—is, well a pair of shoes. Some other day, eh?"

Goode: "Mr. Grouse, you've no duty to me but I've got one to you. That conviction engineered me past Mr. Dooit, stretched the two minutes you were going to give me into a half hour, has us both all het up over a big opportunity. I don't believe \$50 is going to turn us back. You want this set of books; providing a permanent, accessible record of the cream of the ideas of the business world; and incorporating hundreds of successful, proved, concrete ideas any one of which may save you hundreds of dollars."

Grouse: "Well, I'll think it over."

Goode: "Mr. Grouse, your secretary dismissed me. You wouldn't talk to anybody. I'm still here. Why, sir? Because you need me, because I know I can help you. You're going to play golf this afternoon—"

Grouse: "How the dickens—"

Goode: "Let me caddy for you!"

Grouse (extending a lusty hand with a thunderous laugh): "You win, boy: give me that contract!"

No, *Hurdles* didn't save the business. It didn't bridge the "hard times." But it did shoot new pep into hardening arteries, it did re-create that sales force. Enough fresh morale was sucked from it to carry on for another year; and to shrink a considerable prospective loss to a nice rotund zero—the kind of "success" at which no man jeers who has slept with the bogey "Deficit."

Made Director of W. J. Murphy Endowment

Edward M. Johnson, associate professor of journalism at the University of Wisconsin, has been named director of the school of journalism at the University of Minnesota to be established this fall under the \$350,000 endowment provided by the late W. J. Murphy of the Minneapolis *Tribune*. Mr. Johnson succeeds Ruel R. Barlow who has joined the Minneapolis *Tribune*.

L. J. F. Moore, Returns to Hearst Newspapers

Louis J. F. Moore, recently advertising manager of the Murok Realty Corporation, St. Petersburg, Fla., has joined the promotion department of the Hearst Newspapers, New York. He had been promotion manager of the New York *Evening Journal* for five years.

N. E. Inveen Appointed by Tacoma "Sunday Ledger"

Norris E. Inveen, national advertising manager of the Tacoma, Wash., *Daily Ledger*, has in addition, been made manager of the automotive section of the Tacoma *Sunday Ledger*, in charge of advertising.

Douglas Potter, a Partner in the Prehn-Mackey Company

Douglas Potter has become associated with The Prehn-Mackey Company, New York advertising service, as a partner. He has been with The George L. Dyer Company and The Winchester Repeating Arms Company.

Air Mail Started Between Cheyenne and Pueblo

A new air mail service has been started by the Post Office Department between Cheyenne, Wyo., and Pueblo, Colo. Delivery from New York to Pueblo will now be made in twenty-four hours.

When I First Met "Printers' Ink"

THREE IN ONE OIL COMPANY
NEW YORK

Editor of PRINTERS' INK:

"Three in One" Oil executives have read PRINTERS' INK for thirty-one years. J. Noah H. Slec, president of this company, has read it through all of those years and found it of great value.

The undersigned has read both the WEEKLY and MONTHLY publications for a number of years. To him there is no more interesting publication printed today. He reads both the weekly and monthly publications from cover to cover and finds them chockful of valuable ideas.

Industrial management, including as it does all of the phases of production, advertising and merchandising, is like a new profession in which executives must constantly keep abreast of new developments. Merchandising and advertising are in a constant state of flux. The executive of any company who does not keep in touch with the gradual revolution in both, will soon find that his ideas are lagging behind modern methods.

For instance, the undersigned who happens to be an electrical engineer, finds that the gap between the knowledge that he possessed when he left that field, widens not only in proportion to the number of years that he has been out of that profession, but in addition widens according to the advances in the profession, which have been made since he left it.

THREE IN ONE OIL COMPANY,
W. I. WILLIS,
Vice-President.

Brennan-Phelps Company Elects Officers

At the annual meeting of the stockholders of The Brennan-Phelps Company, Chicago advertising agency, the following officers and directors were elected for the coming year: President and treasurer, Hugh Brennan; vice-president, Charles J. Eastman; secretary, Thomas J. Fraher; directors, Hugh Brennan, C. J. Eastman, T. J. Fraher, R. F. Locke and H. E. Phelps.

H. F. Best Transferred by M. C. Mogensen

Hil F. Best, of the San Francisco office of M. C. Mogensen & Company, Inc., publishers' representative, has been transferred to the New York office of that company as assistant to the manager, Jerald D. Clemens.

H. F. Dieter with Delco Light Company

H. F. Dieter, formerly with the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has joined the advertising department of the Frigidaire section of the Delco Light Company, Dayton, Ohio.



THE · PUBLICATIONS · OF · THE



The Great Agricultural Quality "Buy"



STUDY of the live stock farming system is in itself a liberal education in economics.

¶ The live stock farmer knows that profits come as a result of industry and the intelligent application of sound agricultural practices and business principles.

¶ The live stock farmer is not among those seeking farm relief legislation, for three reasons: First, he does not need it. Second, he knows that any

Corn Belt

OF THE · LIVE · STOCK · INDUSTRY



scheme to fix prices will not function successfully, artificial price influence being against both natural laws and human nature. And, third, he knows from observation that government administration or supervision or direction of business can never succeed.

¶ The live stock farmer is in a position removed from the influence of the agitator. He is busy making money. He is able to look upon these legislative proposals calmly and to reason out their probable effect without interference of a personal bias arising from his own misfortune.

¶ Live stock farmers are substantial, successful and thinking men—the leaders in their communities. It is obvious that an agricultural campaign, to be complete, must provide for effective coverage of the live stock field. Such coverage is not possible except through the publications of the live stock industry—THE CORN BELT FARM DAILIES.

Daily Drivers Journal, Chicago
Daily Journal-Stockman, Omaha
Daily Drivers Telegram, Kansas City
Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed
Subscription Price—Each publication \$5.00 per year
Combination Advertising Rate—35 cents per line flat
Unit Service—One Order, One Plate, One Bill

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.

Eastern Office: Paul W. and Guy F. Minnick
35 W. 42nd St., New York



Farm Dailies

REG. U.S. PAT. OFF.

The Work of the Media Department of an Agency

An Explanation of the Functions of a Highly Specialized Agency Department

By Guy Richards

Space Buyer, The Erickson Company, Inc.

THE functions of a media department are threefold; first, the study of media values; second, negotiations for the purchase of space; and third, handling the large amount of detail attendant upon the mechanics of contract work and keeping accurate departmental records. Whatever minor variations may exist in individual agency organizations, all media departments are mainly active in these three major divisions of endeavor.

I think it can be said without fear of contradiction that there is no activity of an advertising agency that requires greater specialization or more intense study than the appraisal of media values. To begin with, let us recognize the fact that a medium has no value in the abstract. In the eyes of a space buyer, it has value only as it may, to one degree or another, properly serve the particular advertiser whose problems he has under consideration.

I had hoped to avoid the term "space buyer"—a misnomer if there ever was one. If it is space that we buy, it is the most illusive, intangible, extraordinary kind of space I have ever had any dealings with. We are not buying space—whatever that means. In the last analysis we buy human reactions, we buy attention, and to obtain them we employ the service and facilities offered us by newspaper publishers and magazine publishers and trade journal publishers, by outdoor advertising companies and store card advertising companies and radio advertising companies, and as many others as do and do not solicit me every week. A medium, I say, has no value ex-

An address before the American Association of Advertising Agencies at the annual convention of the Associated Advertising Clubs of the World at Philadelphia on June 22.

cept as it may properly serve the advertiser whose problems are under consideration. A medium which is regarded as having the maximum value for one advertiser may plainly be of no practical use at all to another advertiser. It is the advertiser's objectives which primarily govern the selection of media, and media values themselves therefore change complexion in the eyes of the buyer. They do not appear constant for there is always some circumstance which places them in a different light than that in which he last viewed them. The size of appropriations alone can raise more havoc with appraisals than any other factor I know, yet that is but a single oar by which we attempt to row into the right harbor.

AN IMPORTANT PLATITUDE

A paper of this kind is not complete without a few venerable platitudes. Here's a choice one following naturally upon this line of thought: Before an agency can bring to bear its knowledge of media, it must first know all about its client's product, his market, all about his sales program, and his problems in general. Only if it has this basic knowledge can it make intelligent recommendations. It should have a clear insight into its client's business, a dispassionate, unprejudiced view of media values, and a selection from the one to fit the needs of the other.

To say that any advertising agency is omniscient on the subject of media would be foolish. No one is, and probably no one ever will be, as long as we deal with human reactions, but the agency, like every other specialist, comes a great deal nearer to a mastery of the subject than anyone else, and, within the agency, competent media specialists can lay

the greatest claim to knowledge. These points, readily understood by agency men, are not always fully appreciated by all advertisers.

Doesn't the average man interested in advertising know enough about media to make his own selections? Hasn't the sales manager talked, only the other day, too, with one of his dealers who told him he didn't think trade journal "X" was any good and that he never read it? Mr. President O. K's. the advertising bills and why, pray tell, should he spend his company's money in publication "Z" when he is sincerely convinced that it is a "weak sister," as he calls it? He doesn't like the publication himself, and, on inquiry—he has looked into it, mind you—has found very few of his acquaintances who take any stock in it. And then there was that fellow—a mighty nice chap he was, too—who called on him the other day and told him all about publication "Y" and how the circulation manager said he was having such a tough time holding down the circulation.

No, no, let the media department make the contracts, but we shall tell them what to buy. Let them say how much it will cost, but we shall designate the publications. Position? Oh, yes, well, the media department must get us the very best possible position of course. Naturally, that's understood.

The advertiser who allows himself to buy space on superficial reasoning of this kind, however sincere, is doing an injustice to himself and, at the same time, may deliver a serious blow at the agency's interest in his account. Interest, initiative and pride go hand in hand with responsibility. A man who does not specialize in the subject may possibly recognize the value of an individual medium, but he cannot see relative values because his perspective is too limited. He may know what is good, but the chances are he will not know what is best. The agency should sell him, you will say, it must show him why he ought to use the medium it recom-

mends. That may be true to some extent if the relationship between advertiser and agent is to remain peacefully happy, but why not insist that your physician sell you on his diagnosis of your ills, that your dentist sell you on the kind of filling he puts in your teeth, and that your lawyer sell you on all the reasons in back of his legal advice. The space buyer, Mr. Advertiser, is not a publisher's solicitor. Don't expect him to sell you. Ask him to tell you, and if he cannot prove everything by simple arithmetic, don't discount all he says and plunge back too hastily into your own impressions. A man who acts as his own lawyer has a fool for a client.

WHOSE CONJECTURES ARE BEST?

On occasion a buyer is hard pressed to convince an advertiser that his recommendations are sound. Often we enter the realm of conjecture and find there no positive proof with which to demonstrate our convictions. Under such conditions we can only plead our cause as experts, point to our experience in the study of media and expatiate on the sources of information at our disposal. If conjecture is to play its part, whose conjectures are the more likely to be sound, the professional's or the amateur's, the man who attempts to appraise all values or the man who is far too busy with other matters to give more than a hasty appraisal of a few?

The American Newspaper Annual & Directory, 1926 edition, lists over 22,000 publications published in nearly 11,000 towns of the United States, Canada and American possessions. The list is admittedly incomplete. Thirty thousand would doubtless approximate the total more closely. For the year 1923, the United States Census Bureau estimated that 13,077 publications alone had 232,000,000 circulation. If there are 25,000 publications in the United States, which would seem to be a reasonable figure, we can safely estimate that their total circulations today aggregate 250,000,000 per issue, which means, on

issues, illustrated with charts and maps, contain such pertinent information as:

The relation of land prices to farm income.

How farm market shipments compare with previous years.

Number of farmers having electric equipment.

Bankers' views on farm conditions.

Farm field as a market for building material.

Each month a bulletin of important farm facts tersely told for the busy executive. A desk sheet for the man who wants an accurate and current picture of the farm market.

This service is free to executives. It is the farm paper industry's contribution to commercial research. On request your name will be placed on the "Farm Conditions" mailing list.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary

33 S. Clark Street, Chicago

"Prosperity Follows the Plow"

a grand average, that every family in the country might get every issue of at least ten different publications.

This multitude of periodicals with its millions upon millions of circulation represents many markets and as many spheres of interest as the human mind finds comprehensible; news, business, romance, housekeeping, **everything** from raising poultry to the price of steel, from Gloria Swanson's latest production to the best recipe for soda biscuits; the most recent developments in law and medicine, the latest communique about Mussolini's nose and what to do when the baby coughs—25,000 publications, 250,000,000 circulation. That is the space buyer's outlook.

When an advertiser says, "What publications ought we to use?" he is virtually asking his agency to tell him what portion of this stupendous quantity of circulation he can use best within the limits of his appropriation, what will prove the most responsive for his particular purposes. In attempting to discover a true answer, the space buyer must adopt a judicial attitude of mind. He must divorce himself from prejudice. He must be guided by facts, so far as they are available, and he must not be influenced by his personal reading habits. In fact the operations of an advertising agency in respect to space buying are not unlike the judicial systems of practically every country in the world. If this seems far-fetched, remember that we pay taxes to support judges with defined jurisdiction over our actions. These officials judge us in the light of the law of the land and by no other law. Space owners reimburse advertising agencies for services rendered and we judge them by the laws of our client's best interests and by no other laws. We are equally disinterested parties, the judges and ourselves, equally impartial in the execution of our duties, and equally concerned—in a selfish way, if you will—that our judgment be sound.

In pursuing his study, the buyer has several sources of information

to call upon. A certain amount of field work is most desirable, research conducted by questionnaire or by direct contact with readers, a phase of media work which is becoming more and more important, and rightly so! There is no method of scrutinizing a medium's strength so satisfactory as direct communication with its followers. This is necessarily limited, however, and like every other factor entering into the selection of media is, in itself, insufficient.

VALUE OF THE A. B. C.

The statements of the Audit Bureau of Circulations constitute a second source of information. These invaluable reports are the solid foundation upon which further research is based. It is to be regretted that more publishers do not belong to the A. B. C., but it is very gratifying indeed that the membership is as large as it is and that it includes nearly all the biggest and most progressive publishing houses in the United States and Canada. The total publisher membership numbers 1,387 and the total audited circulation per issue is approximately 129,000,000. This represents over 13,500,000,000 copies of publications annually audited by the A. B. C.

The Bureau supplies us with statements which give an accurate count of total net paid circulations, a vital figure, if only because of its relation to advertising rates. It discloses the distribution of circulation by States, likewise vital in that it bears relation to markets. In describing magazine distribution by size of town the reports are not all satisfactory, because the distribution of newsstand circulation is not included; and in dealing with analyses of circulation methods they leave a good deal to be desired. I hope that all members of the Bureau may take the improvement of the reports under early consideration, and that revisions and amplifications may be effected, as I believe they can be, to give a more intelligible reading of circulations. In doing so, let it be hoped that the Bureau will abandon any lingering idea of



This book lists the men of wealth and distinction in Detroit

To the leading thousand of these men, selected by a comparison of their membership in exclusive clubs, we wrote simply "Do you read Judge?"

Three hundred and twenty-nine answered at once

61.1% read Judge

Nearly everyone added that his family *all* read Judge. One out of every three took the trouble to write at greater length how much and why they liked Judge.

Identical tests of the Social Registers of New York, Chicago, Philadelphia and Boston show that 59% of the leading families in these cities now read Judge.

Has your article the qualities for this kind of an audience?

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

A Chain Of Influences Which Pro



① Mr. and Mrs. Young, who are typical of the 550,000 youthful and enthusiastic people who read Photoplay Magazine,



② are thrown into frequent contact with that strongest builder of new interests, the moving picture.



③ In the pages of Photoplay Mrs. Young is stirred again with longings first acquired on the screen.



④ The advertising pages of Photoplay add a further link in the chain of influences brought to bear upon her living interests.



⑤ The dealer's counter card exerts a renewed and decisive influence for the sale at the point of purchase.



⑥ And three influences—the moving picture, Photoplay and the dealer's cooperation—have won a new customer.

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mote The Sale Of Sheaffer Pens

Moving Pictures Do Move

DAY by day and week by week, enthusiastic young Americans (like Mr. and Mrs. Young) catch from the moving picture new desires, new ideas that mould their living standards.

They are stirred by more healthy dissatisfactions than any other group of people you can think of.

Photoplay Magazine has gathered 550,000 of these gloriously discontented young people into a single group—and in its own pages rekindles their enthusiasms, first born on the screen, in new and desirable things. In fine clothes and beautiful homes, in shoes and ships and sealing wax, or what have you?

The screen is selling *your* product, too,—and Photoplay is following through to clinch the sale.

Your advertising in Photoplay will at once benefit from these influences and will earn in addition the warm cooperation of your dealers.

May we show you how other advertisers have capitalized this chain of influences to their profit?

PHOTOPLAY

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, Publisher

C. W. FULLER, Advertising Manager

221 West 57th St.
New York

750 N. Michigan Ave.
Chicago

127 Federal St.
Boston

presenting figures purporting to represent so called quality of circulation.

We are interested in the amounts of a total circulation obtained by various methods, in order to be certain that a publication is not adopting abusive practices. The analysis of methods has, so to speak, a negative value, not a positive value, and the Bureau should not undertake to make it positive. I believe this is recognized by most publisher members of the A. B. C., but not by all who use the reports.

The main shortcoming of the Audit Bureau lies in the fact that the analysis of circulation methods is confined to circulation produced within a specified period. For example, here is a publication with 100,000 circulation—40,000 newsstand, 60,000 subscription. How was the 60,000 obtained? Turn to the Publisher's Statement. What does it say? It says that during the last six months, subscriptions were taken in by, let us say, six different methods, in varying amounts:

- 1,000 free premiums
- 4,000 paid premiums
- 8,000 canvassers
- 3,000 club-raisers
- 4,000 clubbing offers
- 1,000 subscription agencies

That makes a total of 21,000. But you asked for an analysis of all 60,000, did you not? Even these production figures are deceiving because the canvassers probably peddled the premiums and the clubbing offers, which would make the actual production only 13,000. You can see that, already, we are a long way off from the 100,000 we are asked to buy.

This, in my humble opinion, is a decided weakness. A cross section or inventory of a single issue would go far in solving the difficulty.

An agency's files gradually accumulate a vast amount of media information. The department with which I am most familiar has between 5,000 and 6,000 folders, each one devoted to a different medium, containing circulation statements,

rate cards, letters of presentation, testimonial letters, promotion matter and any other pertinent data which the agency has been able to obtain from time to time. This reservoir of information, constantly augmented by up-to-date material, is of incalculable value.

Publishers' representatives, the liaison officers between publisher and agent, do much to contribute to our knowledge of the properties they represent. We may utilize the services of a publication, whether it has a staff of solicitors or not, but these men help to keep us informed and serve a need which cannot be over-estimated. Aside from their contributions in this regard, the representative is a most useful person to all concerned when it comes to final contract negotiations, and it is unusual, if, during the life of a campaign, we do not have occasion to call upon his services in one way or another—often to inquire with furrowed brow why we haven't been getting better position.

Last but not least are the publications themselves. Their constant, or at least, their occasional perusal is necessary if a buyer wishes to follow values, to determine how well they are serving their public, in what mental attitude they are read, to what degree his advertisements will be visible, and how pleasing an appearance his copy will make.

Newspaper Campaign for "Gleen-Zit"

The Gleen-Zit Company, Pittsburgh, Pa., has started a newspaper campaign in that territory, to advertise Gleen-Zit, a household liquid cleaner. As soon as distribution has been secured the campaign will be extended to other Eastern centres. Business papers and dealer helps will also be used. The William Cohen Company, Pittsburgh advertising agency, is directing this account.

W. F. Kentnor Joins Scheerer, Inc.

W. F. Kentnor, formerly secretary of the Benjamin & Kentnor Company, publishers' representative, has joined the new firm of Scheerer, Inc., also publishers' representative, as vice-president. Mr. Kentnor had been with the Benjamin & Kentnor Company for more than twenty-three years.

Minimizing The Small Order Evil

For the past two years the National Retail Hardware Association has been conducting an educational program to minimize the number of *small orders*.

Investigations have shown that the cause of these does not lie entirely with the retailer. But that does not relieve the retailer of the responsibility of doing his share toward improving conditions.

Many of his small orders are the result of thoughtlessness. Some originate from overzealousness in rendering service to consumers. Purchasing from too many sources is another cause.

Hardware retailers had not realized, until this campaign was started, that orders for less than ten dollars can seldom be handled profitably by manufacturers or wholesalers.

So the National Association has appealed to its members' sense of fairness, and to their desire for lower distribution costs. It has supported these appeals with sound reasons for minimizing the small order evil.

The N. R. H. A. has worked in various ways in this effort. *Hardware Retailer* formed the backbone of the campaign, the means by which to reach the largest possible number. Conventions have been used and the National Hardware Council has helped.

National Retail Hardware Association
INDIANAPOLIS



Hardware Retailer,

made an exhaustive study of the "Small Order" problem and in a series of articles published what it learned about the reasons for this prevalent evil. The campaign was backed by strong editorial co-operation, and through the publication reached more than 22,000 hardware retailers and wholesalers. Again the Association paper has used its influence in a constructive way—to the benefit of the entire industry.

Summer Months Are Busy Months in San Francisco

JUNE, July and August are not slump months in San Francisco. They are *good* months for the merchant and business man who maintain normal sales effort and advertising efficiency during the summer. No summer heat waves touch San Francisco. Cool, invigorating breezes from the Pacific Ocean and San Francisco Bay insure a delightful climate and make this the ideal summer resort of all American cities.

Comparisons of Summer Activity in SAN FRANCISCO with yearly average (1925)

Savings Deposits	110%
Building Permits	108%
Factory Employment . . .	103%
Factory Payroll	102%
Bank Clearings	98%
Postoffice Receipts . . .	98%

In 1925, the average monthly *increase* in retail business in San Francisco was 5.21%.

During June, July and August this increase averaged 6.26%—over 1% above the twelve-month average.



THE CALL

First in Evening Circulation

Grow with the Growing Advertising in The Call

The following table shows The Call as leader in the six-day field of display advertising for January, February, March, April and May — 1926 and 1925 compared:

Paper	1926 lines	1925 lines	Gains or Losses
THE CALL	3,861,569	3,471,561	390,008 lines Gain
Examiner	2,902,765	2,656,277	246,488 lines Gain
Chronicle	2,129,857	1,894,677	235,180 lines Gain
News	2,624,855	2,616,892	7,963 lines Gain
Bulletin	2,233,302	2,252,176	18,874 lines Loss

ADVERTISING IN THE CALL PAYS THE ADVERTISER

Run your full advertising schedule during June, July and August in



Charles Sommers Young,
Publisher

Representatives

NEW YORK
H. W. Moloney
604 Times Building

CHICAGO
John H. Lederer
910 Hearst Building

LOS ANGELES
Karl J. Shull
Transportation Building



Charles Daniel Frey

Advertising

INCORPORATED

30
North Michigan Avenue
Chicago, Illinois



CLIENTS

Crane Co.
The Simmons Company
The Chicago Tribune
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation

MAGAZINE
NEWSPAPER
OUTDOOR
DIRECT MAIL

Think Twice before Using the Flag in Advertising

A Summary of Federal and State Legislation Governing the Advertising Use of Flags and Other Public Insignia

By Bernard A. Kosicki

Chief, Patent and Trade-Mark Section, Division of Commercial Laws, U. S. Department of Commerce

REASONABLE men will differ on the question of what constitutes a proper use of the national flag.

At one extreme are found those who regard any use of the flag disconnected from a public and patriotic purpose as an affront to national honor. At the other end are those who believe that a reasonable use of the flag from mixed patriotic and business motives is entirely proper and is not calculated to impair national sentiment.

It is unnecessary for us to speculate on the correct view, for the law on the point is fairly well settled. Every State in the Union, with the exception of Kentucky and Virginia, has a law prohibiting the misuse of the national flag, colors, standard, etc., in commerce. These laws in most cases extend also to the flag and insignia of the State, but they do not control the abuse of foreign flags or national emblems of foreign countries.

It cannot be denied that the laws governing the use of the flag in commerce are of more than casual interest to the business man. These laws, as a fact, are aimed directly at manufacturers, merchants, and advertisers, and are intended to prohibit the use of the national emblem and of various public insignia in certain commercial ways. It is, therefore, in the interest of business men to approach the question openly and ascertain what the law forbids, for ignorance of the law excuses no one.

Patriotism is one of the strongest sentiments common to a large group of people. Its strength and its universality have

an acknowledged power as a sales and advertising agency.

Individual private enterprises have at various times sought shelter under the shield of the sovereign or the State. This does not necessarily imply weakness in the enterprise, for, in most cases, it is only the meritorious product that enjoys this favor. The British Royal Warrant is taken as a guarantee of excellence; similar privileges extended by the other foreign governments to manufacturers are intended to attest the superiority of the goods.

There is an irresistible force in national solidarity. This force can be invoked most readily by the emblem which represents it. What is more logical than the use of a national emblem by those desirous of surrounding themselves with popular favor?

SOME OLD MARKS INCLUDE FLAG

Twenty-five years ago, it was not uncommon practice to include a representation of the United States flag in a trade-mark. There are about sixty registrations of such trade-marks in the United States Patent Office. Twenty-five of these cover foodstuffs. Several of the marks have lapsed and have not been renewed. Although the marks appear to be subject to renewal, nevertheless new registrations cannot be made because of the inhibition of the act of 1905; also the use of such marks would be considered unlawful in practically any State.

It is interesting to observe the development of flag legislation for the reason that it was long thought that States were without jurisdiction in the matter and that the power to legislate concerning the

use of the national emblem, flag, etc., in commerce, rested exclusively with Congress.

Following the close of the Civil War, the misuse of the flag and its approximation spread so rapidly and became so conspicuous that legislation to prevent the abuse was demanded. The national flag was misused for two purposes: To gain political favor and to commercialize patriotic feeling. In every case, the object was to take advantage of public sentiment with respect to the flag.

A number of bills were presented in Congress to prohibit desecration of the flag. The first of these was introduced in the House in 1880. Ten years later another bill was introduced and passed the House but was rejected by the Senate. Several other bills were considered up to the close of the nineteenth century, but none of these succeeded in becoming law.

While Congress was pondering on the matter, the flag was being subjected to most undignified uses. The States, becoming impatient, passed laws of their own, the earliest being found in Vermont, Illinois and California. Other States soon followed their example and up to 1905, twenty-seven States had enacted laws prohibiting the misuse of the flag in advertising, commerce, etc.

These laws soon came up for test as to their constitutionality. The earliest case was decided by the Illinois Supreme Court on April, 17, 1900. A cigar merchant had been convicted for using pictures of the national flag upon cigar box labels for the purpose of advertising and selling certain brands. One of the labels contained a representation of Lincoln with a view of the capitol in Washington and a representation of the United States flag.

The Illinois court found the State act unconstitutional mainly on the ground that it interfered with the liberty and right of a person to engage in a lawful occupation and to advertise in a lawful way. It was held that the matter was purely Federal and that

Congress had imposed no restrictions.

In a later case, the court of ultimate appeal in New York followed the Illinois court. The Massachusetts Supreme Court differed from both of these decisions and held the Massachusetts law to be constitutional.

Finally, a case reached the Supreme Court of the United States from Nebraska. The Nebraska Supreme Court had affirmed the conviction of the defendant who had offered for sale beer in bottles to which were attached labels containing a representation of the United States flag. The United States Supreme Court agreed with the Nebraska court and found the statute constitutional. One of the points raised against the constitutionality of the law was that it excepted certain classes of individuals, such as publishers, jewelers, etc., from the operation of the law. But this classification was held to be a reasonable one and not discriminatory.

Following the Supreme Court decisions, the States which had no law on the subject began immediately to pass laws modeled upon the Nebraska law which had been approved by the Supreme Court.

While there is no uniformity in the State laws outside of the uniform act which has been adopted by nine States, the purpose and the method of achieving this purpose are practically the same in all of these laws.

Briefly the purpose of the State acts is to prohibit:

(a) The placing of any word, figure, mark, advertising, etc., upon the flag or emblem of the United States, or of the State;

(b) Exposing to public view of such flag or emblem or offering goods on which the flag has been placed;

(c) The use of the national or State flag or emblem for trade-mark purposes;

(d) The mutilation or defacement of the flag or emblem.

These prohibitions represent only the elements and not the description of the offense. It is characteristic of statutes to define offenses in this manner. The questions, however, that chiefly concern the advertiser is in what connection is he prohibited from using Federal and

In Los Angeles *the Women Prefer* *The Evening Herald*

THAT'S WHY during the first five months of 1926 the LOS ANGELES EVENING HERALD, with six issues a week, published 1,669,164 lines of Department Store Advertising—226,548 lines MORE than any other paper in the field, DAILY AND SUNDAY COMBINED.

To reach the real buying power of the Los Angeles market judicious advertisers use the

LOS ANGELES EVENING HERALD

REPRESENTATIVES

H. W. MOLONEY,
604 Times Bldg.,
New York

JNO. H. LEDERER,
910 Hearst Bldg.,
Chicago

A. J. MORRIS HILL,
710 Hearst Bldg.,
San Francisco

State emblems, and what is the nature of the act that is prohibited.

It can be stated without qualification that any use of the United States flag, standard, color, shield, etc., as a trade-mark, or associated with a trade-mark, is unlawful. This prohibition applies equally to the State flag, and in Alabama and Mississippi to the Confederate flag.

However worthy the purpose, the manufacturer cannot place the flag or a representation thereof on his goods to distinguish or decorate them.

The next prohibition on which all of the State laws are in agreement is against the use of the flag in advertising. This means that the flag cannot be attached to or connected with an advertisement for goods. There does not appear to be any prohibition against displaying the flag on a store or place of business, or in shop windows, provided that it is not associated with an advertisement for merchandise and is not used primarily to call attention to the goods on sale.

MOTIVE IS THE TEST

The test in cases of this kind is whether the flag is used with a patriotic or business motive. Nevertheless, if the flag or even such a representation of it as to create the impression that it is intended for the flag, is used directly in connection with an advertisement, such use would be unlawful. For example, the use of the flag on a window card advertising goods would reasonably be an offense against the law. The motive in such a case would not matter because the laws uniformly prohibit the display of the flag with an advertisement attached or affixed thereto.

In the same manner, it is strictly forbidden to place any word, design, figure, picture, etc., upon the national emblem; and to exhibit such flag in public. It is clearly an impairment of the dignity of the national emblem to use it as a background for displaying signs, notices, or advertisements of any nature whatever.

Some years ago, the July number

of *Everybody's Magazine* appeared with a cover design showing an eagle clutching a staff and the American flag. A number of copies of this issue were put on sale in Boston, and the police immediately interfered with the sales because of the alleged violation of a Massachusetts law through the cover design. The front cover was immediately torn off all the copies in Massachusetts to avoid further interference with sales.

It is a moot point whether this magazine cover was really an offense against the Massachusetts law. The question was never raised before the court because the publishers took immediate steps to avoid complaint.

It should be noticed, however, that in thirty-one States the use of the United States flag by publishers is not considered unlawful. The law in these States expressly provides that the flag may be used on a newspaper, periodical, book, pamphlet, etc., provided it is disconnected from any advertisement. This provision is found in the laws of the following States: Alabama, Arkansas, Arizona, Connecticut, Delaware, Idaho, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Missouri, Montana, Nebraska, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Texas, Idaho, Washington, West Virginia, and Wisconsin.

In the remaining States, no express provisions are found excepting publishers from the operation of the flag laws.

The States mentioned also provide, in general, that the flag may be used in ornamental pictures, jewelry, and stationery for use in correspondence when it is not associated with an advertisement. This permission is a reasonable one and has been so declared by the Supreme Court. Printing the flag, however, on letterheads, notices, etc., in such a way as to further the commercial purposes of a concern would not be a privileged use.

The penalties for violation of the law differ. In New York, for

No "Space" Like Home

Modes & Manners Magazines are Home Magazines

Every issue, every copy of all the Modes & Manners Magazines goes, by mail—TO HOMES.

And every one of these HOMES has known buying power—they all have charge accounts at the very best stores.

Wherever a Modes & Manners Magazine is published, in New England, in the East, in the Old South, in the Middle West, in the Far West, or in the Southwest, the better homes, with money to spend, get it, every issue, by mail. They read it. They use it as a buying guide.

—for Magazines
with Messages
to be read.

Distribution of circulation of Modes & Manners Magazines

News Stand and Train Sales	00%
Trade Copies - - - -	00%
HOME CIRCULATION -	100%
Total	100%

More and More Homes

*Actual Circulation on the
Books for the rest of 1926*

June 215,000 Homes

August - 260,000 Homes

October 275,000 Homes

In December

290,000 Homes

BUY NOW
at the PRESENT
LOW RATE

(Based on 200,000 Circulation)



Modes & Manners

PUBLISHED BY STANDARD PUBLISHING CO.

222 East Superior Street

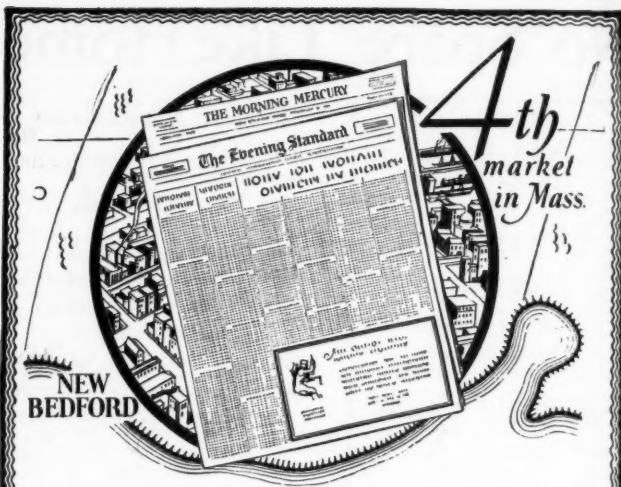
Chicago

New York - Chicago - Paris

AMOS H. WEIGEL
Business Manager

JOHN R. REILLY
Advertising Manager

JOSEPH C. QUIRK
Eastern Advertising Manager



**One newspaper covers
this section of Mass.**

—a rich market

—a low advertising cost

IMAGINE a group of 160,000 buyers of nationally advertised goods, prosperous, progressive New Englanders, mostly owning their own homes; massed in one spot on the shores of Massachusetts—easily accessible by land or sea. Then imagine one newspaper taking your advertising into 97 out of every 100 of these homes, morning and evening, at a flat rate of ten cents a line. That's the New Bedford market in reality!

Write to us or to our New York, Boston and Chicago representatives, the Chas. H. Eddy Company, for facts and figures that show you how you can build distribution in Massachusetts' 4th largest market.

NEW BEDFORD



*market in Massachusetts
Completely covered by the*

STANDARD MERCURY

example, a fine of \$50 is imposed for each offense. The Illinois law provides for a fine of from \$10 to \$100, with costs, or imprisonment for not more than 30 days, or both. Most States treat the offense as a misdemeanor, but Pennsylvania regards it a felony punishable with a fine not exceeding \$500, or by imprisonment for not more than six months, or both, in the discretion of the court.

The Uniform Flag Act proposed by the National Conference of Commissioners on Uniformity of State Laws has been adopted by Arizona, Louisiana, Maine, Maryland, Michigan, South Dakota, Tennessee, Washington, and Wisconsin. This model statute does not alter very extensively the substance of the laws which were previously in existence. It conforms generally to the acts which are in effect in other States. Kentucky and Virginia have no legislation on the subject.

Congress has enacted only one provision affecting the use of the national emblem in commerce. That provision relates to the registration of trade-marks and is contained in the Act of February 20, 1905. It prohibits the registration of a trade-mark in the United States Patent Office if the mark consists of or comprises the flag or coat of arms or other insignia of the United States or any simulation thereof, or of any State or municipality or of any foreign nation.

The main purpose of the State flag laws against the use of the United States flag and the State flag in commerce is to prevent desecration. The laws of foreign countries present the same general principle, but the purposes are amplified. In addition to preventing this disrespect of national flags and insignia, foreign laws are also aimed to prevent deception of the public and unfair competition. Public insignia cannot be used in such a way as to create a false impression as to the origin of merchandise, its production, warranty, etc.

This last idea has been receiving

more pronounced international recognition in recent times. In foreign commerce, the use of the emblems and insignia of foreign states or of royal families should be avoided, unless express permission has been obtained for such use. The same principle applies to unauthorized use of official seals of guarantee which have been adopted by some foreign governments for certain national products.

Starts Advertising Service at Chicago

Edward H. Brown, for the last five years out-of-town classified advertising manager of the Chicago *Herald and Examiner*, has started an advertising business at Chicago under the name of the E. H. Brown Advertising Agency. S. F. Merena has joined the new organization as an account executive.

Norman Gale Elected by Northwest Typographers

Norman Gale, of Seattle, Wash., was chosen president of the Northwest Typographical Conference recently held at Salem, Oreg. The conference was attended by delegates from Washington, Oregon, Montana, and British Columbia.

E. V. Peters to Join Tubize Artificial Silk Company

Edward V. Peters, until recently general sales manager of The New Jersey Zinc Company, New York, will become vice-president of the Tubize Artificial Silk Company of America, also of New York, on July 1.

Pacific Coast Convention Chairman Appointed

Norwood Brockett, of the Advertising Club of Seattle, Wash., has been appointed chairman of the committee on general arrangements for the convention of the Pacific Coast Advertising Clubs Association, which is to be held at San Francisco in July.

Advanced by Northwestern Terra Cotta Company

George W. Van Cleave, secretary and sales manager for several years, of The Northwestern Terra Cotta Company, Chicago, has been elected vice-president in charge of sales and advertising.

A Bank Advertises Its City Nationally

Five Benefits Accrue to Canal Bank and Trust Company of New Orleans

By O. Foerster Schully

THE Canal Bank and Trust Company, of New Orleans, is spending money to advertise itself to millions of people in all parts of the country. A short time ago it started a campaign that will run in eight periodicals.

An investigation of the history of this ninety-five-year-old institution, according to its vice-president, Sidney W. Soeurs, gave the reason for the campaign. Its history showed that the bank had grown as the city grew. Statistics showed that one out of every three people in the city of New Orleans carried an account with it. Experiences of other banks in other parts of the country pointed plainly to the fact that to raise the average of accounts higher than one out of three would be extremely expensive. The conclusion to this study was that it was up to the bank to bring new business to the city by advertising for it.

The bank has found it possible to set up a profitable advertising campaign on this broad basis. In saying "profitable" I mean immediate returns are coming in.

Now the reason why this advertising is bringing immediate returns is because the copy that has been used, in addition to advertising the South and New Orleans, advertises the bank itself in one or more of five different ways. These five different methods are:

(1) Identifying the bank with the city.

(2) Paving the way for new out-of-town accounts.

(3) Increasing business in Pan-American exports and imports.

(4) Improving interstate banking relations.

(5) Improving the mental attitude of the institution's personnel.

An explanation of these different methods follows:

(1) *Identifying the bank with the city.* In the first advertisement of the series, New Orleans is referred to as the Financial City of the South in the headline. The copy continues as follows:

The advantage of having adequate banking connections in New Orleans—port of the Mississippi Valley to the world, and to Central and South America in particular—cannot be estimated in dollars and cents.

For years, the South's money has centred here. For years, New Orleans has consistently led every other city in the South, both in percentage of gain and in total gain, in bank debits.

And for nearly a century the Canal has constructively served the financial needs of New Orleans and the Nation—and has gained a world-wide reputation for strength and responsibility.

Probably it is not necessary to direct attention to the fact that although the first two paragraphs are given over exclusively to advertising for New Orleans, the third establishes a positive relationship between the city and the bank. The step from the discussion of New Orleans to the mention of the Canal Bank is but a short one. And purposely so. The intention here, as with the other five pieces of copy devoted to city and sectional publicity, is to make the name of the bank synonymous with the locality—to create a kinship between them so that the thought of one will instantly provoke a thought of the other.

(2) *Paving the way for out-of-town accounts.* Even before the boom struck the South, New Orleans had attracted a large number of manufacturers who, for one reason or another, saw advantages to be gained by locating there and accordingly erected plants. It is to be expected that under more greatly accelerated conditions, the number of manufacturers attracted to the city and

FIRST IN DAYTON—THIRD IN OHIO

Advertisers USE THE NEWS And AVOID DUPLICATION

From January 1st to May 31st inclusive

THE DAYTON DAILY NEWS

NATIONAL ADVERTISING LINEAGE

EXCEEDED

The 2nd Paper by 639,842 Lines

The 3rd Paper by 615,328 Lines

And

179,872 Lines MORE Than Both Combined

**CONVINCING PROOF
THAT THE
DAYTON DAILY NEWS
ALONE
SUCCESSFULLY SELLS
the Dayton
territory**

NATIONAL REPRESENTATIVES

**I. A. KLEIN
NEW YORK
CHICAGO**

**A. J. NORRIS HILL
SAN FRANCISCO
LOS ANGELES**

MEMBER—NEWS LEAGUE OF OHIO

the importance of these later arrivals would be increased proportionately. And the bank wanted to be in line for their accounts when they arrived on the scene to start or extend their business.

Of course, there are some who will question the judicious use to which the space has been put. Their main argument, beyond doubt, will be that it will not accomplish for the Canal Bank the things for which it has been planned. But this argument is far from being correct. Although the advertising began only in March, the bank has already traced several large accounts to it. On the other hand, it will never be able to trace one-half the business which this advertising actually will produce. And the bank, itself, was thoroughly aware of this fact long before the campaign started.

APPLAUSE LETTERS

Furthermore, hundreds of letters of appreciation have been received not merely from other banks, but also from manufacturers and men of high commercial standing in all parts of the country. Whether or not they heard of the bank before, their letters of recognition and appreciation establish a contact which previously did not exist. Thus, the Canal Bank places itself in line for the accounts of these men when additional manufacturing plants are erected there in the future.

(3) *Increasing business in Pan-American exports and imports.* The bank's foreign trade department does a large business with exporters and importers situated in all parts of the United States who have either incoming or outgoing freight routed through New Orleans. This is a field of keen competition and the bank has every reason to believe that the national advertising will help it materially in the attraction of more business of this nature. Moreover, it has concrete evidence of realizing this possibility. Only the first two advertisements of the series had appeared when it received documents covering a shipment moving from a Southwestern city through New Orleans, when

logically it might have moved through a certain other Gulf seaport—as had preceding shipments from the same firm. Any number of similar instances have come to light in the succeeding months.

(4) *Improving interstate banking relations.* We cannot ignore the important angle of the effect of the advertisements on other banks. It is already evident that foreign banks—and by "foreign" I mean banks which are situated in cities other than New Orleans—have become impressed not only with the importance of the campaign but also with the angle of the copy. This, however, is an angle which no one but a banker will be able to appreciate; for only bankers can realize the importance of impressing banks in other cities. Nevertheless, we must not forget that all financial institutions have connections in other parts of the country—other parts of the world. These numerous connections are always eager to maintain a relationship with the most alert bank in any given locality.

The impressiveness of the campaign was made apparent immediately after its initial appearance from the volume of letters which the Canal Bank received from several hundred other banking institutions scattered throughout the country.

(5) *Improving the mental attitude of the institution's personnel.* The effect of the national advertising campaign on the employees of the Canal Bank has been exceptionally encouraging. With the announcement of the campaign and the appearance of the copy there was an unquestionable improvement of work from all hands. This change was observed by all the officials of the bank.

It is inevitable that the loyalty and mental attitude of an organization's personnel will respond when it observes alertness and enterprise on the part of its officers. And what could be better evidence of these qualities in an institution's official force than just such an advertising campaign as the one that the Canal Bank is running?



A new Queen reigns where Ice was king!

THEY have crowned a new queen in the domain where it used always be cold. In our King Ice reign... and he was a great King, in his day. But he could not meet the demands of progress. New needs and new desires, and a better understanding have placed a new sovereign on his throne. Common cold, however, the new Queen, supplies it. The people demanded freedom, but were too weak... and Ice Maid gave all that they asked. Refrigeration made perfect, all the conveniences and complications left out! It keeps foods fresher, and

larger, with more economy, health and cleanliness. You can freeze ice cubes, right down at a time. You can make delightful frozen desserts and drinks. You can keep... the way you have or present... can become your useful servant, for less than the cost of ice. Ice Maid comes to you direct from its maker, who sells, installs, and guarantees it. Fifty years of engineering and manufacturing experience are behind it. You can buy the Ice Maid on any terms, as you may buy it. Please or write for further information. Please call, call and see it in operation.

THE LAMSON CO., SPANISH, N.



ICE MAID

Electric Refrigeration



SOLD, INSTALLED AND GUARANTEED BY ITS RESPONSIBLE MAKER

A Moser & Cotins Client

NO man can draw a line that will separate selling from advertising. The Moser & Cotins organization would erase such a line if it could be drawn.

What we know, and do, about advertising, is founded in what we do, and know, about selling.

MOSER & COTINS
Sales and Advertising
MOSER & COTINS BLDG.
10 Hopper St., Utica, N. Y.



MEMBER:
Audit Bureau
of
Circulations



MEMBER:
American
Association
of
Advertising
Agencies



BLACKETT and SAMPLE

INCORPORATED

Advertising

58 East Washington Street
Chicago

*We create the advertising for the
following products:*

Ovaltine

Lewis Lye

Vanta Baby Garments

Towle's Log Cabin Syrup

Gold Medal Flour, Foods and Feeds

Allen-A Hosiery and Underwear

Alemite Automotive Products

Van Ess Scalp Massage

Hansen Gloves

Ball Fruit Jars

An-a-cin

*and we try to assist each client in carrying out that
particular type of sales work necessary for him to use
in making his advertising a money-making investment*

What Dealers Think of the "Week" Idea

Is It All That It Has Been Cracked Up to Be?

By H. J. McGrath

Advertising and Sales Manager of The Fair Department Store, Tacoma, Wash.

CHARLEY TILTON is a dealer. He may deal in office equipment. Or perhaps it's groceries. Let's say he is a furniture dealer.

It's Hilton's Linoleum Week! And Charley has received mats, circulars and letters from the Hilton people. Fine! Charley thinks this "week" idea is great. It ought to bring in the business.

So he spends a little more advertising money than usual. He sends out circular letters. And he's ready — Hilton's Linoleum Week is going to put his store on the map.

The week arrives—and passes. Business is as usual—nothing exciting. But then, perhaps conditions are not as they should be.

A few days pass. The Feather-weight Mattress Company's man arrives, full of pep.

"What do you think!" he explodes. "My house is going to put on a Feather-weight Mattress Week! It'll put your store on the map!"

Fine! Charley's willing. So he spends more advertising money. Sends out more letters. Increases his mattress stock—and waits for Feather-weight Mattress Week.

The week arrives—and passes. Business is as usual—nothing exciting. But then, perhaps conditions are not as they should be.

Now Charley Tilton is an average merchant. He carries quite a complete stock. And in the course of a year, he is asked to co-operate with five or six manufacturers in putting on special "weeks." By the time the fifth or sixth "week" is launched, he's not so enthusiastic. He hasn't confidence in this "week" idea.

And no wonder! These special weeks are no longer as successful as they once were. Yet they seem to be more in evidence than ever!

There's a reason for their lack of success—the bloomin' idea has been "run to death"!

Just a few weeks ago, a local newspaper carried a special editorial. That's nothing to be excited about. True. But this editorial started:

"Last week was designated as Clean-up Week, and little headway was made!"

There you are! That seems to be the general opinion of the public on these "week" ideas. Now, then, the dealer is dependent upon the public for his living. He caters to the wants of the public. And he gives them what they want. That the public is no longer interested in these special weeks is evident—very evident. Why, then, should the dealer tie-up with these weeks?

JUST ANOTHER STUNT

A few days ago, I was talking with a well-read and successful advertising man, one who knows the dealer.

"Mac," he confided, "you know this 'week' idea is just another stunt!"

He's right — absolutely. This "week" idea is another stunt. And a stunt is successful only while it is new. When it loses its newness, the effectiveness is lost.

And certainly these special weeks have ceased to be new. In fact, they have reached the stage of absurdity!

Recently, a newspaper writer ended a trite and rather amusing article with these words:

"Eat-A-Prune Week, Bake-A-Lemon-Pie Week. Go-to-Church Sunday, Eat-A-Pickle Saturday—*OH DAMN!*"

There you are—again! Talk with people you meet. Ask their opinion of "weeks." And, nine times out of ten, they'll echo the

sentiment of the newspaper editorial—of the news writers' article.

Truly, the "week" idea has reached the stage of absurdity. More than that, it is the subject for jokes and ridicule!

Take Charley Tilton again. If the public scoff at the "week" idea—if the people, his customers and prospects, laugh and ridicule the stunt, is he going to sanction the idea and put forth extra effort in selling his wares by special weeks? He is not! And can you blame him?

No wonder people scoff at the "week" idea! Only last week in Tacoma, the following "weeks" were observed:

San-Tox Week.
Boys' Week.
Rag Rug Week.
National Music Week.
Baby Week.
Take-A-Picture Week.
Tappan Gas Range Week.

There you are! Seven "weeks" to be celebrated in one week!

Too, the most absurd names and combinations are used for these special events. Daily, letters and circulars arrive at my desk asking us to co-operate in such events as:

Hints-to-the-Wedding-Guest Week.
Sew-At-Home Week.
Sharpen-Your-Razor-Blades Week.

Ye Gods! If these names are plausible excuses for selling events, why not use such names as:

Buy-a-Moth-Ball Week.
Get-a-Gold-Tooth Week.
Run-Upstairs Week.

There seems to be about as much sense in one as in the other. And there is no sense in any of them! None at all.

Perhaps you will want to prove for yourself the present status of this "week" idea. Here's a suggestion—try it.

Call on some of your friends who are dealers—dealers in any advertised products. Ask their frank opinion of the "week" plan. Ask them if they get sufficient results for the time and money expended. Ask for an honest opinion—friend to friend.

And if they have been celebrating as many weeks as we have on

the Pacific Coast, you'll find that they think this "week" idea—is rather weak!

S. R. Kalish Heads St. Louis Sales Managers' Bureau

At a meeting of the Sales Managers' Bureau of the St. Louis Chamber of Commerce last week, S. R. Kalish, manager of the St. Louis office of the West Disinfecting Company, was elected chairman of the bureau, succeeding Harry T. Bussman. Other officers elected are: First vice-chairman, C. A. Anderson; second vice-chairman, Charles E. Michel; and treasurer, H. H. Zucker.

"Lumber World Review" Appoints P. R. Fish

Paul R. Fish, who has been acting assistant secretary of the National Hardwood Lumber Association, has been appointed Western manager of the *Lumber World Review*, Chicago. He has left for the Pacific Coast where he will assume his new position immediately.

L. P. Graham Joins George L. Dyer

Louis Paul Graham has joined the Chicago office of The George L. Dyer Company. He formerly was with Critchfield & Company and the Porter-Eastman-Byrne Company, both of Chicago.

U. T. Hungerford Dead

Uri T. Hungerford, chairman of the board of directors of the U. T. Hungerford Brass & Copper Company, New York, and for many years a figure in the copper and brass industry, died last week at that city. He was eighty-five years old.

James Stack with "Current History Magazine"

James Stack, formerly with the *American Weekly Magazine*, New York, has joined the advertising department of the *Current History Magazine*, also of New York.

Silk Account with Wildman Agency

The Capitol Silk Corporation, New York, silk manufacturer, has placed its advertising account with The Wildman Advertising Agency, also of New York.

"Long Island Sketch" Appoints T. S. VanNamen

The *Long Island Sketch*, Mineola, N. Y., has appointed T. S. VanNamen as New York advertising representative.

Three Years' Record



THE circulation of The FORUM
three years ago — July 1923
— was but 2,000 net paid.

TODAY over 60,000 men and
women purchase the FORUM
every month.

THESE people have responded
to live editorial content. They
also respond to good adver-
tising.



Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

Arkansas Wholesalers Restrained from Eight Practices

Trade Commission Orders Wholesalers to Refrain from Organizing against Manufacturers Who Sell Direct

*Washington Bureau
of PRINTERS' INK*

THE Federal Trade Commission has definitely ruled against organized attempts of wholesalers to coerce manufacturers and restrain them from selling direct to the retail trade. In its recent cease-and-desist order issued in the matter of the Arkansas Wholesale Grocers Association, the Commission defines eight practices which it finds constitute a common course of action pursuant to mutual understanding, combination, agreement of conspiracy, which have the effect of lessening competition in the course of trade in groceries or allied products.

The case is particularly interesting at this time because it decides the issue, so far as the Commission is concerned, between wholesale distributors and manufacturers as to the latter's right to sell chain stores at wholesale prices. The facts of the case, as shown by the record of the Commission's investigation, reveal that the association adopted a course of procedure governing the relationship of its members with manufacturers, and attempted to encourage its members to adopt this common course of action.

As the only regular and legitimate channels of distribution, the association designated and adopted that course of distribution which originates with the manufacturer or producer, and which flows to the wholesaler, from the wholesaler to the retailer, and from the retailer to the consuming public. The association designated as irregular and illegitimate channels of distribution those which originated with manufacturers or producers and which do not flow through the wholesale dealer, but go direct to retail dealers, especially chain stores buying in wholesale quantities.

The findings as to the facts in the case then set forth that the association and its members reached a mutual understanding to cause manufacturers and producers distributing groceries and allied products in Arkansas to sell their merchandise exclusively to "regular and legitimate" wholesale grocers; to prevent chain stores and other retailers from securing groceries at prices less than those at which chain stores and other retailers could buy the same goods from "regular and legitimate" wholesale grocers; and to confine the distribution of groceries and allied products to the "regular and legitimate" channels of trade.

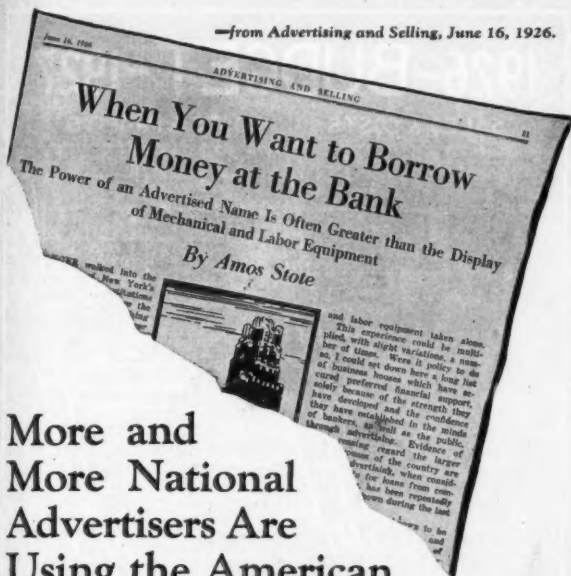
HOW THIS ASSOCIATION WORKED

To carry out this policy, the Commission found that the secretary of the association, as occasion offered, sent out bulletins and news letters to members of the association, to independent wholesale grocers in Arkansas, and to trade papers and retail grocers. According to one of the bulletins, the principal object of the association was to bring about a better feeling, a better working understanding, a better co-operation with the manufacturers, the wholesale grocers and the retail grocers.

The Commission also found that the secretary of the association and certain members wrote to manufacturers to ascertain their selling policy, at various times during the period from July, 1920, to April, 1924. The information received in this manner was published in the association's bulletins, as were the names of manufacturers who gave the information that they sold wholesale grocers exclusively.

Manufacturers who confined their distribution to "regular and legitimate" channels were commended, and one bulletin advised, "We are just bold enough to say that

—from Advertising and Selling, June 16, 1926.



More and More National Advertisers Are Using the American Bankers Association Journal

—to make sure that Bankers are familiar with their names.

—to keep Bankers advised that they are making the progress which persistent advertising assures.

*A reprint of the entire article shown above
is available upon request.*

AMERICAN BANKERS ASSOCIATION JOURNAL

110 EAST 42nd STREET • NEW YORK CITY

Advertising Managers

ALDEN B. BAXTER, 110 E. 42nd St., New York City
CHARLES H. RAVELL, 332 S. La Salle St., Chicago, Ill.
GEORGE WIGHT, 25 Kearny St., San Francisco, Cal.

1926-BUDGET-1927

SALES & COSTS COSTS & PROFITS



The graphs above are reproduced from the original Marketing Program developed for and submitted to a new client.

As part of a sound Marketing Program we shall be glad to apply the Budget System to the solution of your selling and advertising problems.

Bissell & Land

INCORPORATED

Advertising & Merchandising

337 Boulevard of the Allies

Pittsburgh

a wholesale grocer should give his business to the manufacturers who sell to the wholesaler *only*." The findings state that talks were made at the 1924 annual meeting of the association by manufacturers who declared that they sold exclusively through wholesale grocers, that these manufacturers were commended in the bulletin, and that the names and replies of manufacturers who admitted selling to chain stores and other retailers were published. As an example of the methods used, the findings quote from the bulletin of January, 1922, the following:

"We hope that all wholesale grocers will look over their list of manufacturers from whom they buy and see the ones that are selling the chain stores at the same price that they are selling the wholesale grocers. When you buy from them you give them the club that they are pounding you with and the club that they pound the retailers with."

From a previously published bulletin, the findings quote:

"We take the firm stand that if the wholesale grocers expect the manufacturers to be 100 per cent loyal to them, they must expect to be 100 per cent loyal to the manufacturers." A New Year's resolution offered in a December bulletin of 1921, reads:

"Resolved, that so far as possible, we will give our orders for merchandise to those manufacturers who sell to the wholesale trade *exclusively*."

The Commission then gave its attention to the practice of "dead-heading" products which did not contribute to profits. The findings set forth that members were advised to list and cut out those lines which were not sold by the manufacturers according to the association's policy, and mentioned that, on April 30, 1924, the office of the association sent out copies of a trade letter of another association in which reference is made to "dead head" articles, and continued:

"Many of these articles are nationally advertised staples whose manufacturers patronize every pos-

sible channel of distribution and who care not a fig if their distributors suffer injustice and loss of an earned and deserved compensation.

"Now is the time and now the opportunity to clean all such articles out of stock, and now is the time to favor the goods which 'pay their fare' and to favor those manufacturers who favor you . . . The trade is united, it is on the defensive, courageous action is the need of the hour! To temporize means eventual surrender."

ANOTHER OBJECTION

The findings also strongly indicate that the Commission objected to the comment of the secretary regarding "Duncan's Trade Register," and his endorsement of the publication, as contained in the bulletin, since the Register in question contained a list of "undesirable" manufacturers described as producers who are "minus both policy and principle" and who will take an order "from jobber, retailer, restaurant, logging camp, boarding house." A list of such manufacturers was published, and the magazine advised:

"Boycott them? Why certainly. Trade Register makes no reservation in advising the boycott and ostracism. They are criminals without the law, a menace to commerce, society and the peace of the world. Boycott them by all means, fair or foul. . . . Don't buy their goods, use their goods, or miss a chance to advise your friends to give like treatment."

Much correspondence is then published in the findings to show that members advised the office of the association as to infractions of the adopted policy on the part of manufacturers. In its cease-and-desist order the Federal Trade Commission specifically condemns the following practices:

Ceasing to deal, or to deal less extensively than otherwise, with manufacturers who sell their goods direct to chain stores, so-called co-operatives, or retailers in the grocery trade, at prices lower than those at which retailers can purchase the goods in the same territory from wholesale grocers in

the ordinary course of trade. Advocating a common course of action to induce these results by the use of bulletins, news letters, correspondence or meetings.

The association is also ordered to cease and desist from threats, oral or in writing, expressed or implied, directed to any manufacturer or producer or its representatives, with the effect of inducing the manufacturer to cease to sell chain stores or other retailers at prices lower than those at which retailers can purchase the goods from wholesale grocers, and urging a common course of action by manufacturers and others to defeat the sales policy of manufacturers selling indiscriminately.

The solicitation of assurances from manufacturers that they will remain loyal to the association's policy, as outlined, is condemned by the order. The association is restrained from circulating among its members and others statements from members advocating the practice of selling exclusively or chiefly through wholesale grocers, or circulating communications from other sources urging united action in favor of following "regular and legitimate" channels of distribution, and it is also ordered to cease and desist from recommending or procuring the circulation of scurrilous or defamatory attacks on manufacturers or producers who sell direct to chain stores, co-operatives or retailers.

American Nokol Account with Potts-Turnbull

The Potts-Turnbull Company, Chicago advertising agency, is directing the advertising account of the American Nokol Company, also of Chicago. It was erroneously reported that this account had been placed with Donovan-Armstrong, Philadelphia, which is handling some local advertising for the Philadelphia distributor.

Buffalo "Star" Suspends

Publication of the Buffalo Star ceased on June 19. This step was taken to permit consolidation of all publishing interests of the new Courier and Express Publishing Company in its new morning newspaper, a merger of the *Courier* and *Express*. The *Star* was a two-year-old tabloid which succeeded the Buffalo *Enquirer*.

To Debate Advertising Problems of Local Industries

The advertising section of the Syracuse Chamber of Commerce recently held its first meeting with Arthur Brewster as chairman of the section. Mr. Brewster is professor of advertising in the college of business administration of Syracuse University.

The advertising section has created a council which will bring problems before the group, but which will act in no way whatsoever as an advertising agent. For example, a Syracuse company brought out a new product some time ago and sampled it locally. Its problem would come before the section in the following manner:

"Assuming that the Blank Co. could secure either local or national distribution of this product without difficulty, and assuming that it was prepared to spend the sum of \$100,000 to promote consumer demand for its product, should the company advertise its product in a national way or select local markets and develop the sales in them, gradually enlarging the sales territory as sales warranted?"

Three members of the section would be assigned to the national method and three to the local. Fifteen minutes would be allowed the first two speakers on each side, and the third member of each team would have fifteen minutes for rebuttal. The winning team would be judged by vote, with three judges, such as the president of the Chamber and professors of Syracuse University, casting one vote while the audience would have two votes for its majority opinion. In this way one judge and the audience could swing the decision.

According to the plans of the advertising section for its first debate, which will be held on September 1, six copies of an outline of the company's problem in detail just as it would be presented to an agency or sales counselor will be prepared. What the company itself does with the results of the debate do not concern the advertising council, for the main object is to get the advertising section interested in the success of the individual company and the city's industries as a whole.

It is planned to invite students from the University's college of business administration to the debates to let them study practical problems first hand.

Window Display Installation Bureau Incorporates

The Window Display Installation Bureau, Cincinnati, which was organized two years ago for the installation of window displays for national advertisers, has been incorporated. The following officers were elected: President, R. V. Wayne, of the Detroit Window Display Service; vice-president, S. J. Hanick. The Reuben H. Donnelley Corporation, Philadelphia; secretary, W. G. Vosler, Window Display Service of Southern Ohio, Cincinnati, and treasurer, George Altman, F. Altman and Son, Columbus, Ohio. Clyde P. Steen is business manager of the new corporation.

Johnstown

—an independent market
and a most important one
with a metropolitan shop-
ping populace of *more
than 175,000 people.*

One Paper

gives you full coverage
at a rate that is unusually
low and carries a reader
confidence that couldn't
be excelled.

The Tribune

One of Pennsylvania's Leading Dailies

THE TRIBUNE
JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES
BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

The Bar Mysterious

A Lawyer Suggests That His Profession Advertise

By Joseph C. Sampson

Of the Denver Bar

THE law and the lawyer's part in modern business life are, for the layman, still shrouded in mystery.

The lawyer is regarded by many as a super-dignified and somewhat forbidding man of learning to be consulted only in times of dire distress and to be sedulously avoided in the ordinary run of business affairs. He is thought of as a dealer in black magic and a juggler of outworn technical words and phrases by which people are led into trouble. Also, he is frequently suspected rather than respected.

The ethical canon against any form of advertising, direct or indirect, has much to do with this wary attitude of the average layman. Through the advertisements of banks, trust companies, and title guaranty companies, indirectly exploiting the facilities of their legal departments, he learns what little he knows concerning wills, trust agreements and land titles. Thus, the bulk of this lucrative business goes to these institutions.

Advertising has increased and extended the activities of men in almost every other field of endeavor, but, as yet, it has not touched the lawyers who still wait in profound, anachronistic silence for Opportunity to come knocking at their dignified professional doors, while many a worthy shingle rusts off its hinges in the process.

In medieval times, this state of affairs was quite as it should be, but today there is no good or valid reason why the Bar, confronted as it is by the competition of banks, title guaranty, and other companies, should not co-operatively tell the world what services lawyers have to offer, when they should be consulted, and why their services are to be preferred over those of men engaged wholly

in various commercial pursuits.

The importance of maintaining the dignity of the profession on the highest possible plane cannot be over-emphasized, for it is obvious that the safety and sanctity of our institutions rest upon it. However, it is seriously suggested that co-operative publicity for the profession can be used without in the least detracting from its dignity or reflecting in any way upon its high character and integrity.

WRONG KIND OF ADVERTISING

Unquestionably, if lawyers were permitted to advertise individually and indiscriminately, the whole profession would be quickly brought into disrepute. If Mr. Pettifog, for example, were to shout in eighteen-point bold-face type, day after day, "Why go to the penitentiary when I can get you out of any trouble for a small fee?" it might tend to encourage crime. If Mr. Shyster should run a quarter-page daily pointing out the advantages of divorce and the delights of changing mates, with his professional assistance, it might well be the means of disrupting many a comparatively peaceful home and thus be against public policy; and if Mr. Trickster should circularize the business men of the community with a cleverly-worded letter suggesting that he might circumvent the collection of their income taxes, it would be a highly unethical performance.

But advertising is by no means inherently undignified and co-operative advertising, properly planned and executed by bar associations, would not only offset the competition now confronting the Bar, but, doubtless, would also be the means of promoting a better understanding of the lawyer's calling, raising ethical standards,

Why Is It

If you ask the average New Englander why he likes the Boston Transcript he will reply because "he believes in it." He knows it is truthful and independent and presents to its readers as clean, instructive and intelligent a mirror of the day's doings as can be found in any Metropolitan daily. Its record of nearly a century means a lot to the thinking person.

The Transcript is a New England institution.

Boston Evening Transcript

Highest ratio of buyers to readers

National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles



The "Descriptive" Picture

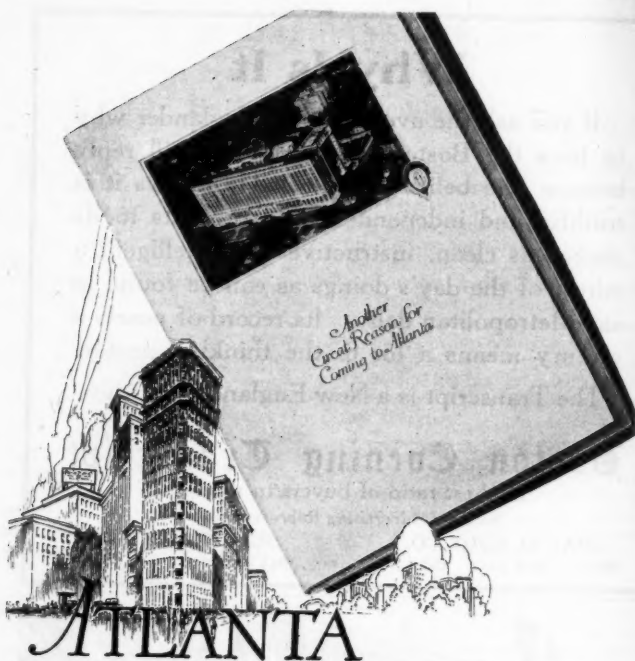
DRRAWINGS of industrial scenes, factory interiors and similar subjects, that form the setting or background for advertised products, should possess pictorial quality as well as commercial value.

In rendering drawings of this type, no matter how small, our chief aim is to invest the scene with the action and realism which insure reader-interest.

May we show you our samples?
Call Beckman 4477-4478

A. G. HAGSTROM CO., Inc.
Art Service & Technical Service
116 Nassau Street New York

**COVER DESIGNS
POSTERS
ILLUSTRATIONS
PHOTO RETOUCHING
TECHNICAL DRAWINGS
ETC., ETC.**



ATLANTA

THE CONVENTION CITY OF DIXIE

Within 24 hours' travel of two-thirds of the population of the United States. A city of open hearted hospitality, with a perfect climate. Has entertained an average of more than one Convention per day in past years, and future bookings indicate a much greater number for 1926.

Send for new, completely illustrated booklet showing our ideal convention facilities.

The South's Supreme Hotel

The ATLANTA BILTMORE

ATLANTA  GEORGIA

463 West Peachtree Street

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preventing unnecessary litigation to a large extent, and adding materially to the practice of all good lawyers.

Through failure to consult with lawyers in advance of complications, situations are constantly being created which lead to expensive, troublesome and needless litigation; invalid agreements are drawn and executed; corporations are improperly organized; property is faultily conveyed; bad land titles are acquired; unlawful enterprises are undertaken; worthless trust agreements are entered into; and a thousand and one other transactions requiring the attention of lawyers are attempted by laymen, every day, which lead to confusion and ultimately to avoidable litigation and financial loss. Not only do the parties immediately concerned suffer through these bungling efforts, but the dockets of the courts are also thereby overcrowded with needless cases, and the public pays the bill which is invariably many times more expensive than would have been the cost of getting good advice originally.

Co-operative publicity on the part of the Bar would not, of course, be a panacea for all of these ills, but it would do much to lessen them.

Suppose, first of all, that the American Bar Association, having a special fund for the purpose at its command, should undertake a nation-wide and protracted campaign of education, in a series of advertisements appearing in the newspapers, magazines and trade papers, for the purpose of informing the public as to the lawyer's part in the scheme of things and his duty toward his clients and the public. The material could be put together in a semi-popular style and in an interesting manner, and could be supplemented by booklets and folders dealing with special subjects for distribution to those especially interested by the local bar associations.

Advertisements and booklets dealing with the several branches of modern business could cover such subjects as: "When to See Your

Now **THIRD** *...in Mississippi*

The circulation of The Daily Herald is steadily increasing—keeping pace with the growth and prosperity of the Mississippi Coast, the "Riviera of America."

A recent audit of the circulation of The Daily Herald shows a total, in March, of 6,512—the **THIRD** newspaper of the state! Only two newspapers in Mississippi now have an A. B. C. circulation larger than The Daily Herald.

The Daily Herald carries Associated Press news, and is eagerly read by the best American "buyers." A real market is here for meritorious, advertised products.

The Daily Herald has the largest circulation of any newspaper in south Mississippi.

THE DAILY HERALD

Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Cresser, 225 Fifth Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles, Cal.



The
**Underwear & Hosiery
Review**
93 WORTH ST. NEW YORK.

Lawyer," "The Importance of Good Land Titles," "Making a Binding Contract," "Why Good Deeds Pay," "Where There's a Will," "Trustworthy Trustees," "Checking up on Your Investments," "The Security of Securities," "The Adjustment of Business Differences," "The Cost of Litigation," and similar topics. Prepared by men of high professional standing and special qualifications in the particular field, they would find a ready audience and would do much to promote the welfare of both the public and the profession.

This national publicity effort could be supplemented by regular and continuous display advertising by such local bar associations as could afford it, for which purpose there would be an inexhaustible supply of advertising ammunition.

If the blinds of the Bar are taken down, it will no longer be a "Bar Mysterious" but a Bar of greater friendliness and of far wider public usefulness.

Registers Trade-Mark for Liquid Castile Soap

Application has been made for registration of the trade-mark "Baby San," a liquid castile soap for infants. This product is made by the Huntington Laboratories, Inc., Huntington, Ind., and is being advertised in hospital papers and by direct mail.

J. L. Brenn, secretary and manager, informs PRINTERS' INK that at present Baby San is being marketed in an automatic portable dispenser to hospitals only and that this plan will be followed for another year. By that time, if the results of its use justify it, the product will be put on the market in convenient form for home use.

New Account for Pratt & Lindsey

The Colonial Bond & Mortgage Company, New Haven, Conn., has placed its advertising account with The Pratt & Lindsey Company, Inc., New York advertising agency. New England newspapers and direct mail are being used.

Max Brown Advanced by Louisville "Herald-Post"

Max Brown, national advertising manager of the Louisville, Ky., *Herald-Post*, has been appointed advertising manager. He succeeds Millard W. Ridenour.

NEWSPAPER & MAGAZINE PUBLISHERS & REPRESENTATIVES:

*Have You Answered Our
Letter of the 21st?*

A GUIDE TO ADVERTISING LISTING:

1. National Advertisers with their advertising managers and agencies.
 2. American and Canadian Advertising agencies.
 3. Advertised products by trade names with their manufacturer.
- A POCKET SIZE service for all your representatives. Price five dollars including bi-monthly revisions.

HILL & COMPANY, INC. 21 EAST VAN BUREN
CHICAGO, ILL.

ONE OF THE COUNTRY'S LARGEST ADVERTISERS—

**A Manufacturer
Whose Product Is Used by
Several Million American Families**

Will shortly make important fundamental revisions in its advertising and selling plan, following the recommendations of its agency. Its new plan will be based upon significant marketing information obtained and interpreted by

CROSSLEY, INC.

Twenty-five West Forty-third Street
New York City

Correspondence is invited with other organizations needing facts of unquestionable value to determine their advertising and marketing policy.

Blue Goose Trade-Mark Registered in England after Opposition

Because English Broker Participated in the Gratuitous Distribution of First Shipment in 1920, He Opposed Registration

OWNERS of trade-marks seeking registration of their marks in Great Britain will be interested in a decision recently made by the British Registrar of Trade-marks in which application to register the "Blue Goose" trade-mark of the American Fruit Growers, Incorporated, Pittsburgh, has just been passed upon favorably. The application to register, however, was opposed by an English firm of brokers, Gerald da Costa, of London, England, on the peculiar ground that this firm introduced Blue Goose grapefruit on the English market in December, 1920, and that up to one year ago the name of this firm has been exclusively associated with the distribution of fruit under the Blue Goose brand.

Frank Kirkpatrick, advertising manager of American Fruit Growers, Inc., has forwarded a copy of the decision to PRINTERS' INK. It shows that the "Blue Goose" trade-mark was first registered in the United States on January 13, 1920, by Thomas Pepper and that the American Fruit Growers, Inc., are the successors in business of Thomas Pepper. On December 1, 1920, the American Fruit Growers made its first shipment, consisting of ten boxes of Blue Goose grapefruit, direct to England, which shipment was purchased by Harry A. Smith on behalf of the Fruit and Produce Exchange of Great Britain, Limited, which organization was formed in 1919 by a merger of sixteen large firms which pooled their resources. The firm of Gerald da Costa was one of these firms. The Fruit and Produce Exchange of Great Britain, Limited, is no longer in existence and the firm of Gerald da Costa is not its business successor.

Another point brought out in the decision is that while the firm of Gerald da Costa has been selling the Blue Goose fruit of the American Fruit Growers, Inc., in Eng-

land during the last five years, other firms also have been doing so, and that none of these firms has any right to the Blue Goose trade-mark simply because it has bought goods bearing this trade-mark and has distributed them. Counsel for Gerald da Costa submitted that if the American Fruit Growers were allowed to register the trade-mark, the da Costa firm would be prevented in the future from selling Blue Goose fruit. This argument, says the decision, "is quite irrelevant to the question whether or not the applicants (American Fruit Growers) should be allowed to register a mark which is shown to belong to them."

Another interesting point mentioned in the decision is the following: "The shipment mentioned above (December 1, 1920) was subsequently distributed gratuitously to certain prominent people in Great Britain, and whether or not the opponent firm (Gerald da Costa) took charge of the distribution, it is clear that such distribution was made on behalf of the Fruit and Produce Exchange of Great Britain, Limited. Furthermore, Mr. da Costa frankly admitted at the hearing that the labels in which the fruit distributed was packed all bore the trade-mark 'Blue Goose' with the device of a goose and the name American Fruit Growers, Inc. It is clear, therefore, that this distribution of the applicant's fruit, upon which the opponents largely rely for their case, in effect assists the applicant's case as it clearly identified the goods under the 'Blue Goose' mark as being the applicant's goods. From replies received from some of the fortunate recipients of the fruit, as shown in Exhibit 5 to the declaration of William H. Baggs, it is clear that the recipients did not associate the fruit under the mark with the opponent firm."

Food Products Sales Manager WANTED

ONE of our clients wants, by September 1st, a competent, experienced Sales Manager.

This manufacturer is a recognized leader, and long established—in a middle western city. For the past few years this concern has been rapidly changing its business from bulk to trade-marked packages, backed by productive advertising. Sales are expanding rapidly.

This position offers exceptional opportunities for permanency and executive advancement.

Applicant must be thoroughly experienced in selling the wholesale grocery trade and cultivating retail cooperation and consumer preference. A thorough knowledge of merchandising food products is absolutely essential.

For the first year at least this position will undoubtedly require two or three weeks of each month on the road, becoming intimately familiar with the territory and its problems and establishing additional outlets in present and expanding territories.

Applicant must be familiar with modern merchandising methods, have ability and experience in directing general and specialty salesmen and demonstrators. He must know how to make the fullest possible use of advertising.

If you meet these requirements—or know a man who does—please write me personally. Your letter will be treated in strict confidence.

Kindly give full particulars, past experience, present connection, salary, age, nationality and education. We will not correspond with anyone regarding you until we have your specific permission. Your letter will have my prompt attention.

Arnold Joerns, President

Arnold Joerns Company

~ Advertising ~

26 East Huron Street

Chicago

ANNOUNCING
THE MERGER OF
Buffalo Courier
BUFFALO EXPRESS

Effective With Issue Of

Monday, June 14th

On and after that date the
combined paper will be pub-
lished daily under caption

The COURIER and EXPRESS

*Buffalo's Largest Sunday and Only
Morning Newspaper*

Executive Personnel of New Organization

Chairman.. William J. Conners, Sr.
President.....Burrows Matthews
Vice-Pres.. William J. Conners, Jr.
Editor.....Burrows Matthews

Publisher.. William J. Conners, Jr.
Secretary.....Frank J. Clancy
Treasurer.....William S. Bennett
Managing Editor.... John D. Wells

The amalgamation is born of the absolute conviction that the morning newspaper is the newspaper of the future. This conviction is justified in an impressive way in most cities of the first class, where similar mergers are, and have been, taking place in preparation for the upbuilding of great morning journals. It is with this conviction that the consolidation of THE COURIER and THE EXPRESS has been born.

Readers will get two newspapers for the price of one, as all the best features of both journals will be preserved for the enjoyment of their respective followers.

The policy of the combined newspaper will be independent in the most complete sense of the word. There will be no malice or spite toward anyone. An unbiased attitude will be preserved, save where evil is to be fought.

Lorenzen & Thompson, Inc.

Publisher's Direct Representatives

CHICAGO NEW YORK SAN FRANCISCO SEATTLE

Hand-to-Mouth Buying Wards Off Business Depression

INTERNATIONAL SHOE CO.

ST. LOUIS, JUNE 14, 1926.

Editor of PRINTERS' INK:

I have read with much interest the article on "Business Cycles" by Dr. Lewis H. Haney, in your issue of June 10.

In my opinion the chief causes of business cycles can be attributed to periods of over-expansion, due to over-production by manufacturers, and over-buying by the retailer. The consumption of articles of staple merchandise varies very little. Therefore, in periods of expansion an excess of merchandise is produced, and is either on the shelves of the retailer, or in the warehouse of the manufacturer; and in the periods of depression this excess must be disposed of—hence, we have periods of depression in business.

As long as the manufacturer can sell he continues to produce. When the retailer has bought to the limit, he slows up. The manufacturer, in order to keep going, cuts his price. This, instead of stimulating business, has the opposite effect and, before we know it, we are in a period of depression. It lasts, generally, about as long as a period of expansion lasts. The length of the cycle can be measured by the sum of the two. There is little or no danger of money panics. The Federal Reserve System insures financial stability. Therefore, the only real danger is due to over-production.

The fact that the retailer is now buying only for his immediate wants, and refuses to be forced into anticipating his wants for the future, prevents manufacturers from producing far in excess of actual demands, as frequently occurred when retailers were inclined to speculative buying anticipating their wants for the future.

Therefore, I feel that business cycles will be practically eliminated in the future under anything like normal conditions.

INTERNATIONAL SHOE CO.,

JACKSON JOHNSON,

Chairman of the Board.

Carpenter & Company and H. Edmund Scheerer to Combine

The firms of Carpenter & Company and H. Edmund Scheerer, publishers' representatives, are to be merged, effective July 1. The new firm will be known as Scheerer, Inc.

The incorporators are: H. Edmund Scheerer, president and treasurer; W. F. Kentnor, vice-president; and Allyn V. Carpenter, secretary. Offices will be maintained at Chicago and New York.

Appoints Prudden, King & Prudden

The Sunday Herald, Newburg, N. Y., has appointed Prudden, King & Prudden, Inc., publishers' representative, as national advertising representative.

Tri-Weekly Journal

Atlanta, Ga.

IF the 60 per cent of the people of the Southeastern states who live on farms can be made customers of yours, The Atlanta Tri-Weekly Journal is needed by you.

This every-other-day farm family newspaper has 325,000 circulation a week in these farm homes.

*Advertising in The Journal
Sells the Goods*

Feminine Frills

—editorially features merchandise for THE BILLBOARD'S readers and advertisers. Its live, newsy items appeal alike to Broadway Stars and show folks infrequently reaching New York.

Latest fashions, novelties and up-to-date forms of necessities are described. The price is mentioned and FEMININE FRILLS accepts money orders, acts as purchasing agent and carefully forwards its readers selections. For information, write the only amusement weekly with A. B. C. rating.

**The
Billboard**

1560 Broadway, New York City
Chicago Cincinnati

The All-Over Illustration Gains in Popularity

These Pictures Visualize Ideas Which Were Previously Described in Copy in Detail

By a Commercial Art Manager

THE heavy pour of sunshine across the desert can be almost felt, as it beats down over miles of dusty, sweltering waste-land. In the foreground, dimly seen, and highly significant in its wording, is a crude sign, which reads:

"Watch your oil and water." It can mean one thing only: Before any motorist can find either of these necessities for his car, miles of hard going will have been covered. The trail in the sand, finally disappearing, cannot be called an automobile road by any flight of the imagination. Hills, far distant, are draped in haze and heat. Everywhere loneliness is registered, and into this desolate region, a car has just headed. It hums along, throwing up a wake of sand.

So vivid is this illustration that the reader builds his own story around every brush-mark. The headline is interesting but not necessary: "There are times when only a Marmon will do." In this advertisement, one tiny square is reserved for text; the remainder is devoted exclusively to an all-over canvas that is vivid with descriptive power. Any car capable of undergoing this ordeal, must, of necessity, be a very good car, indeed. The advertiser has permitted the artist to "do the talking," as it were. Words are little short of superfluous. And the picture, one of a series, fits perfectly the spirit of the slogan quoted.

Is it ever possible for an illustration to take the place of copy? This question is often asked. The modern advertising artist seems to be answering it in the affirmative,



THE COPY WRITER HAS TAKEN A BACK SEAT IN THIS ADVERTISEMENT

despite the skeptics. And such pictures often "describe" things in a more impressive manner than is possible with words. Nothing is left to be desired, nothing is left to the imagination.

An illustration, in full color, is recalled, showing a vista of suburban homes, with one house roofed in the modern vogue. Despite the great amount of detail, that one



OUR NEW HOME *dedicated* *to your* SERVICE

In keeping with our expansion policy and to provide advertisers in Central New England with the complete facilities of a modern agency right at their very door, The Manternach Company will occupy new and enlarged quarters in the Manternach Building, 55 Allyn St., Hartford, Connecticut, July 1.



We cordially invite advertisers in this locality to inspect our new home and we urge publishers' representatives to take full advantage of the conveniences we have provided for them while in

HARTFORD

a classified
**ANNUAL DIRECTORY
NUMBER**



it offers you—

1. Better distribution through legitimate jobbers and dealers.
2. 100% coverage of the radio merchants—not of the near-dealers.
3. A particularly strong appeal to the small town radio merchant—radio's great undeveloped market.
4. Assurance you will be in good company—not rubbing elbows with the too numerous "skates" of the trade.

RADIO MERCHANDISING

239 West 39th Street
NEW YORK CITY

Keep On File



"THERE is a house in Long Island City that does beautiful work in Offset Lithography.

"Its name is

**OFFSET GRAVURE
CORPORATION"**

"More than offset, more than gravure."

**110 Seventh Avenue
Long Island City, New York
Astoria 7101**

colorful roof is its own best argument in behalf of art roofs. Copy would not in the least strengthen the picture. The reader could make his own decision after "reading" the illustration.

There is the scene in a Southern home, of the old colored friend of the family, playing his guitar for a little boy, who sits on the floor, beating time with two sticks of wood. Tense human interest is everywhere in evidence and the artist has captured the imaginative side of the subject with genuine skill. Color assists. This picture, dominant as to size, required little or no copy as an argument for floor varnish.

If the picture can take the place of extended copy explanations, so much the better. There can be no question of that. It is equally certain that where the entire space or much of it, is devoted to illustration, the attention-compelling value is noticeably increased. The reader is more apt to stop and study a picture than to read a great deal of text.

"We thought it was an orchestra," headlined a page in colors for Victrola, and the artist has succeeded in saying as much with his brush as a copy writer could with a pen or typewriter. Guests, in a home, register their astonishment when they discover that the music they have heard was from a musical device.

The drawings, made with unusual care, and in dominant size, for Royal Easy Chairs, have demanded but little explanation, as men, weary after the day's work, are pictured reclining at perfect ease, because the joy of that relaxation has been caught at the end of a pencil in some very remarkable character studies.

A drawing, in pen and ink, for Paramount motion pictures, undertook to visualize the fact that the farmer, in remote places, deserved to see other vistas than his own immediate environment. "Out of the rut," was the title. A field hand was pictured, stopping for a moment, on the brow of a hill, and leaning against his plow. In the sky and distance, above him,

June 24, 1926

Leadership in the hotel field

Why is the **NATIONAL HOTEL REVIEW** ranked as far-and-away the *Leader* in its field?

Because it is far ahead in giving its readers the news and the best legal and technical Hotel Operation information—with greater promptness, in greater volume and more accurately and intimately than any other hotel paper.

Its popularity is deserved because the **NATIONAL HOTEL REVIEW** gives both quality and quantity in generous measure to its readers, and through them to its advertisers.

EVERYBODY—especially the hotel executives who control purchases—reads the **NATIONAL HOTEL REVIEW**.

That's why we *Know* the hotel field—its problems, its requirements, its methods of buying—and last, but not least, the best way of selling it. We will gladly help you plan a sales campaign to the Three Billion Dollar hotel field.

NATIONAL HOTEL REVIEW

A. B. C.

A. R. EADIE, Advertising Manager

A. B. P.

608 Chapman Bldg.
Los Angeles

119 West 40th Street
New York

10 So. La Salle St.
Chicago

Announcement

The Lee Syndicate Newspapers

E. P. ADLER, *President*, Davenport, Iowa

Has purchased *THE KEWANEE, ILLINOIS, EVENING STAR-COURIER* and this paper will be added to The Lee Syndicate. Philip D. Adler will be in charge as Editor and Publisher and Loren D. Upton as Business Manager.

The Kewanee, Illinois, Star-Courier was established in 1894, is published every evening except Sunday and is the only paper in Kewanee.

Kewanee is a prosperous manufacturing city with a population of over 20,000 and is surrounded by a very rich farming country.

The Star-Courier, an A. B. C. paper, completely covers Kewanee and its trading territory, a 50,000 population market.

Watch this paper grow under The Lee Syndicate Management.

This will make the complete list of The Lee Syndicate Newspapers as follows:

DAVENPORT, IOWA, TIMES
MADISON, WISCONSIN, STATE-JOURNAL
OTTUMWA, IOWA, COURIER
LA CROSSE, WISCONSIN, TRIBUNE
MASON CITY, IOWA, GLOBE-GAZETTE
MUSCATINE, IOWA, JOURNAL
HANNIBAL, MISSOURI, COURIER-POST
KEWANEE, ILLINOIS, STAR-COURIER

Foreign Advertising Representatives

CONE, ROTHENBURG & NOEE, INC.

New York
Atlanta

Chicago
Kansas City

St. Louis

Detroit

were scenes from all the fantasy of motion pictures. The imaginative character of the scenes held one spellbound.

The best example of the current use of the all-enclosed mortise and over-all illustration may be found in a year's campaign for Prest-O-Lite. These are all night scenes of cars along lonely roads, with a single blaze of light from the combined focussing of two headlights on a moving automobile.

There is just enough detail to make the story clear, but those paths of illumination seem to encourage concentration on the meagre blocks of text. The story of superior illumination is told with no reference to text.

A CAMPAIGN OF CHARACTER STUDIES

Why is it that in an elaborate and expensive campaign in behalf of Listerine Tooth Paste, the advertiser is perfectly willing to devote an entire page, of a double-page spread, to illustration? Because that picture is expressive of the entire spirit of the campaign. One after another, character studies of various types of interesting people are portrayed and the space devoted to them, however liberal, is well worth while.

Consider the remarkable series of illustrations for General Motors, with their minimizing of text and their emphasis on the picture with a story. "Every family wants a car" might call for an elaborated copy description, but the artist can picture it at a glance: A porch, of a summer's day, a father, mother and child, on that porch, watching the neighbor as he drives away in a machine with lunch and camping equipment. The expressions of faces, the poses of figures, all speak those things which the copy man would struggle over.

There is a drama in such illustrations which copy can't quite translate. It never has and it never will. The picture is the all-powerful force, provided it is a well-conceived illustration, human, natural and unaffected.

The continued success of the Hartford Fire Insurance Company is a substantiation of the efficacy

IDEA
CREATES
COPY
ILLUSTRATES
TOLLS

MARTIN ULLMAN STUDIOS

INCORPORATED

250 PARK
AVENUE
NEW YORK
VANDERBILT
4563-6457



house Organs

Ten National Business leaders entrust us with the production of their important house organs. They find tangible dollar values in our highly specialized house organ service.

Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC.
318-326 West 39th Street New York

RESALE MANAGERS OF WASHING MACHINES

Salary and Commission

A large manufacturer of new type washing machine — different from anything now on the market—requires Resale Managers in various metropolitan centers. Wide and successful experience in selling washing machines and training and managing house-to-house canvassing crews absolutely necessary. Experience in selling lines other than washing machines will not qualify for these positions. We require \$7,500 to \$10,000 type of men who can quickly demonstrate their ability to produce results in marketing our product. Give full details, selling experience, age and previous earnings in first letter.

Address "X," Box 209,
care of Printers' Ink.

of the all-over, dominant picture, requiring but little copy and depending entirely upon its own drama to put an idea across. Fire, symbolized as a startling figure, is shown in such a number of impressive poses and places that there is no escaping the lessons which are preached by means of illustration alone.

That the belief in the artistic and imaginative acumen of the reader is more pronounced, is generally echoed in the themes which the modern advertiser is willing to select for his illustrations; themes once looked upon as "over the head" of the average prospective purchaser.

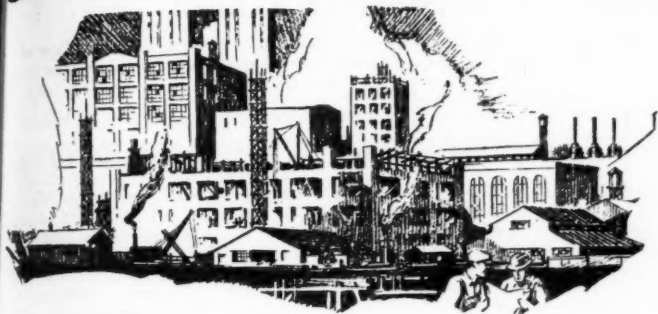
AN EXAMPLE

There occurs to me, as I write, a beautiful photographic study of storm clouds, massed in ragged formation, just before a heavy deluge of rain. The halftone dominates the space and is not interrupted, in this remarkable advertisement for Copper and Brass, by any intruding text, headlines, or even decorative borders. The over-all picture is a handsome setting for an idealistic copy thought, which is appropriately set forward in this manner:

"Nature's waterworks — the Clouds. When water descends from the clouds it is pure. Vast sums are expended to store it and keep it pure, for your use. Will the water still be pure and clean when you draw it from your faucets? Not if you have piping that rusts. To assure a pure, clean, free-flowing water supply install brass pipe."

It is encouraging to observe how many advertisers are agreeable to illustrations which are thus apparently far afield from the subject matter yet which can be "hitched on" with so much imaginative skill, with the right headline and copy.

Moreover, the ever-increasing space devoted to them is little short of surprising. To put across one big idea, such as the dramatic storm-cloud panorama, the advertiser will devote an entire page or approximately so, provided the illustration seems to deserve it.



Georgia's tax assets

Georgia Railway & Power Co.
NEW YORK OFFICE
120 BROADWAY

At the New York office of the Georgia Railway and Power Company, located at 120 Broadway, will be found detailed information with reference to factory sites, labor conditions, power, transportation and the various other matters of interest to industrialists seeking locations.

This office is in charge of W. A. Carlisle, industrial agent and engineer, who is thoroughly familiar with conditions in Georgia.

Inquiries may be addressed either to the home office in Atlanta, or to the Georgia Railway and Power Company, 120 Broadway, New York.

GEORGIA has no state income tax. Georgia imposes no state inheritance tax, being content with its share of the Federal Tax, which would have to be paid whether or not the state claimed any part of it.

Georgia municipalities have the right to exempt new industries from taxation for a period of years—and are very liberal in the exercise of that right.

Taxation in Georgia can never become excessive. Operating under the ad valorem system, five mills is the maximum state tax that can be levied.

Industry is welcome in Georgia.

GEORGIA RAILWAY AND POWER CO.
A CITIZEN WHEREVER WE SERVE
ATLANTA

Rapid Messenger Turnover Helps Western Union

Talking Point in Advertising to Boys Which Brings Better Type of Messengers and Puts Friends of the Service in Many Important Business Offices

IT would be difficult to imagine the usual business man saying in effect to prospective employees: "It will be strictly to your advantage to become associated with us because it will not be long, not more than four months on the average, before you will have left us to accept a better position elsewhere. We will be glad to do anything in our power to put you in touch with that other position and we will be ready and eager to congratulate both you and your next employer when you leave us."

But the Western Union Telegraph Company actually advertises to this effect. The employees involved are its messenger boys, of whom there are upward of 13,000 throughout the country. The costs involved in each instance of such messenger labor turnover include not only those of interviewing, registration and other details purely clerical, but also those of uniform and instruction. And yet the Western Union finds it worth while to advertise to boys: "Come with us for a while. Use us as a stepping stone to a better job and a real start in business."

The Western Union has been advertising in boys' publications in this manner for upward of two and a half years. One piece of copy in the series, addressed, it must be remembered, to boys, read: "There's no surer way to train yourself, to develop ability, confidence and determination than in the Western Union Messenger Service. You come in contact with all lines of business. Opportunity shakes hands with you every day. Business men are attracted by this wide-awake type of boy and it's the company's policy to recommend its best boys when patrons request it. You cannot

help growing here in a business way."

But, as may be imagined, the Western Union is not so entirely altruistic in this matter as might be supposed. In the old days, when it never raised its hands to help its boys get into better jobs but, if anything, put obstacles in the way of such advantageous transfers, knowledge of that fact was not slow in circulating about Boydom. But today, with a radical change of heart, the situation is far different. With one million boys estimated to be leaving school in this country every year and with the Western Union's requirements for its messenger service being a bare twelve or thirteen thousand, the tables have been turned and there is keen competition to get into the company's messenger ranks. The company is able to pick and choose where once it was compelled to persuade and induce.

There is another big dividend which this seeming altruism of the Western Union pays. The boys whom the Western Union helps to place in positions of trust in business offices are, in a sense, obligated to it for *their* advancement. Even if they are not in a position actively to favor the Western Union they frequently are indirectly influential.

New Campaign for Bosch Radio Equipment

A new advertising campaign will shortly be started on radio equipment made by the American Bosch Magneto Corporation, Springfield, Mass. Newspapers, magazines and business papers will be used. Sheridan, Shawhan & Sheridan, Inc., New York advertising agency, will direct this campaign.

This agency is also handling a new outdoor advertising campaign which has been started by the Ward Baking Company, New York, for Ward's cake.

["The
Old Order
Changeth"]

TO PRINTERS & PUBLISHERS ANYWHERE IN AMERICA:

We are pleased to announce that Mr. Gilbert P. Farrar the well-known typographer is now a part of The New York Monotype Composition Company. When requested Mr. Farrar will arrange and oversee the production of composition for printers and publishers using our facilities—second to none in men and mechanical facilities.

NEW YORK MONOTYPE
COMPOSITION COMPANY

INC.

Trade Composition

461 EIGHTH AVENUE, NEW YORK

["TELEPHONES:
LACKAWANNA
7865-7866"]

Announcing~

SCHEERER, INC.

Serving Midwest Daily Newspapers

Chicago
35 E. Wacker Drive

New York
200 Fifth Avenue

Effective July 1, 1926

merging the business of

CARPENTER & COMPANY

and

H. EDMUND SCHEERER

in association with

W. F. KENTNOR

(formerly Secretary of Benjamin & Kentnor Co.)

H. Edmund Scheerer, Pres. & Treas.
W. F. Kentnor, Vice-Pres.
Aliyne V. Carpenter, Secretary

Marketing the Service Product through Hardware Dealers

THE ABBOTT BALL COMPANY
HARTFORD, CONN.

Editor of PRINTERS' INK:

We are in need of advice and when such a situation presents itself, our first thought is to go to headquarters for it: Hence, this letter.

Abbott has tentative plans in the works for breaking into the hardware field and gaining distribution for bearing balls through the jobber to the retailer. We are interested in obtaining your frank opinion of such a plan. Also, what percentage of mark-up should we figure on between the quotation to the dealer and the jobber?

One might say that bearing balls were largely an automotive necessity, but in the last analysis they are not really so much so as are automobile tires and things of that sort, and in one or two cases we believe that the tire manufacturers are depending on the hardware outlet entirely to take care of their output.

Any suggestions that you care to give us will be sincerely appreciated.

THE ABBOTT BALL COMPANY
J. R. TROUT,
Assistant to the President.

A LARGE hardware concern has this to say in reply to the question propounded by our correspondent:

"We have never gone in for automobile accessories to any very large extent though we operate at retail as well as at wholesale and in addition do a large industrial business. In our judgment, based on considerable experience, bearing balls are not a profitable article for the hardware jobber and retailer to handle, any more than brake lining would be, or piston rings, or connecting rods, or any of the other automobile parts which the car owner is not able to attach or install himself. Automobile tires are different, though we do not handle them. It is conceivable, however, that there may be hardware dealers in the less specialized communities who could afford to let an employee render service on such an item as bearing balls, though how it could be made to pay on the customary margin of 30 to 40 per cent is not easy to understand. At best, sales would be infrequent and turnover slow."

After canvassing opinion among jobbers, retailers and business-

Sell to Wealthy New Zealand!

The secret of selling in New Zealand is not just "advertising," but *locally-controlled* advertising. Reason? The people of this country are different to the Americans. Copy must show an intimate knowledge of New Zealand habits, wants and wishes. It takes years to cultivate that knowledge. Ilott's have been the leading advertising agents in New Zealand for over 30 years.

United States Tyres
Pensacola
Hotpoint Electrical Appliances
Champion Spark Plugs
Autostrop Safety Razors
Premier Vacuum Cleaners
Benella
Vicks VapoRub
Parker's Coal Tar Soap
Kayser Hosiery
Grage-Nuts
Instant Pastum
Chrysler Cars
Lux
Columbia Grafonolas

are a few of the products which are universally accepted in New Zealand. Ilott's have presented the sales story in the way New Zealanders understand.

Our Mr. W. L. Chapman, Director, will be at the Hotel McAlpin, New York, for two weeks beginning July 2nd. Interviews may be arranged at this point or through Printers' Ink, New York.

J. ILOTT LTD.

Advertising Agents
Wellington, N. Z.

Branches Throughout the Dominion

Some agency or manufacturer needs my ability and experience

I AM now an agency account executive.

For six years I have handled accounts of many kinds for one of New York's largest and best-known agencies. Before that I was space buyer for another high-grade agency.

I am especially familiar with the men's wear, dry-goods and textile fields.

I have been in charge of advertising and promotional work, magazine, newspaper and trade paper campaigns, as well as the production and distribution of every kind of dealer help on some large national accounts.

Each year I have spent a good deal of time on the road among retailers. I have a wide acquaintance among department stores and men's wear stores throughout the United States.

My agency experience exceeds nine years, and embraces work on merchandising, client contact, copy and plan on a variety of articles.

College man; degrees A.B. and LL.B.; Christian; 35 years old. Address "K" Box 212, PRINTERS' INK, N. Y.

paper representatives, it seems to be agreed that the hardware trade, as a channel of distribution, does not promise much to the manufacturer of bearing balls. The average car owner, when it comes to mechanical knowledge, varies but slightly the country over, even though the average hardware retailer may vary much. How is the average car owner to know, for example, when a bearing is giving trouble or when the balls in a bearing are beginning to wear? He depends upon the service station man, or garage mechanic, to tell him and to have the necessary knowledge to know when, how and what to replace. Frequently, the car manufacturer, to protect himself, insists that service stations follow a certain standardized procedure in replacing parts as important as bearing balls and bearings. Where would the hardware retailer fit into such a program?

Automobile accessories handled by hardware jobbers and retailers would naturally have to be subject to prevailing trade discounts on such merchandise. As the hardware retailer's cost of doing business is said to run from 18 to 22 per cent, articles that carry anything less than 30 per cent discount from the selling price would probably not arouse any excessive degree of co-operation. Unless the manufacturer can quote a 50 per cent, or slightly better, discount to the jobber, the latter's differential will not be much over 15 per cent. While these discounts might be adequate on non-service merchandise such as tires, spark plugs, and the like, there are three very important reasons why they might be totally inadequate on bearing balls: namely, the manufacturer's policy on replacements, slow turnover and the fact that the average hardware salesman is not an automobile mechanic.

As we have often suggested under similar circumstances, field investigation is never costly when a manufacturer is in doubt as to which course it is best to pursue. The Mansfield Tire and Rubber Company is said to be meeting with an unusual degree of success in marketing its tires through the

Announcing the Appointment

of

REED L. PARKER

as Vice-President

THE GEORGE L. DYER COMPANY

New York

Chicago

To the trained newspaper man's ability to discover and portray the essential, gained by long service on The Chicago Tribune, Mr. Parker has added some ten years' experience in advertising and banking. As an agency executive, and as merchandising and advertising counselor, he has been affiliated with many noteworthy successes. Among other responsibilities, Mr. Parker will have charge of the Western Office.

Excellent Opportunity with Large Publishing House

We would like to secure the services of a man who can get things done—a man who is tactful and can work with a large office organization and in contact with customers and salesmen.

One who is accustomed to plenty of details and with ability to write effective advertising sales letters. Familiarity with production work quite essential.

A fine chance for a man on the way up. Give details as to age, experience, education and salary desired.

Address "W," Box 208
PRINTERS' INK.

Sales Representatives Wanted for

Philadelphia, New York City and Boston

Nationally known manufacturer selling a quality product to large industrials, public utilities and railroads is expanding its sales organization and is seeking the services of sales representatives in the above cities.

Only men who have established records and personal acquaintanceship in the industrial field will be considered. Do not reply if you cannot meet these qualifications.

Write, giving complete history, age, personal qualifications, etc. All replies will be treated in strict confidence.

Our salesmen have seen this advertisement.

Address "N," Box 200, Care of
Printers' Ink

hardware retailer. That is a notable achievement, in view of the many unsatisfactory attempts on the part of other manufacturers to do this in the past. Had Mansfield been discouraged by the failures of others, they would probably not be where they are today. But whether car owners will go to the hardware store for new bearing balls because one or two manufacturers have persuaded them to go there for tires, is something else again. Therefore, our suggestion to the Abbott Ball Company is that the State of Connecticut and certain other sections of New England present an easy-to-get-at field for market study that may bring some interesting things to light.—[Ed. PRINTERS' INK.]

New Accounts for The Charles Advertising Service

The Marden-Wild Corporation, Somerville, Mass., manufacturer of cod liver oil for poultry and livestock, has appointed The Charles Advertising Service, New York, to direct its advertising account. The following companies have also placed their accounts with this agency: The Atlan Manufacturing Company, Jersey City, meat scraps for poultry; the A. E. Moeller Company, Brooklyn, N. Y., incubator and dairy thermometers, and Rosemont Farms, Rosemont, N. J., hatchers of day-old chicks. Sunday newspapers and farm and poultry journals will be used for all of these accounts.

Paper Account for Milwaukee Agency

The Bay West Paper Company, Green Bay, Wis., has appointed Olson and Enzinger, Inc., Milwaukee advertising agency, to direct its advertising account. A campaign on Bay West Doubt towels will shortly be started.

Milwaukee Printers Merge

The S. E. Tate Printing Company and the Meyer-Rotier Printing Company, both of Milwaukee, have been consolidated under the name of the Meyer-Rotier-Tate Company. E. L. Arnold, president of the S. E. Tate company, has been made president of the consolidated company.

Advanced by Chicago "Daily News"

H. G. Schuster, who for the last five years has been in charge of automobile advertising on the Chicago Daily News, has been appointed national advertising manager.

BOUQUETS from a test mailing:

"Congratulations upon so splendid a job."—Hugo Sonnenschien (Saks); "A most interesting and informative work."—A. C. Reiley (Remington Type-writer Co.); "An excellent pictorial

Map."—W. F. Smith (Royal Blue Motors Tours); "One of the most interesting and novel Maps that I have had the pleasure of seeing."—C. Nast (Edison Co.); "A very handsome Map."—John Curtiss (Cambridge Agency).

To Agencies and Advertisers:

The New Pictorial Map of New York City will bring originality, utility and sales-strength to your Direct Advertising

This is a real street map showing graphic pen drawings 199 points of interest in their exact locations.

Small quantities or special editions can be furnished at reasonable costs for publicity uses.

It can be used in broadside, poster or

booklet form, or as inserts in your present Mailings.

It makes an admirable location map for Real Estate concerns. Special Maps—imprinted with covers—can be made up for Convention and Association uses.

For further details, write the originators—

THE ARTHUR CROSBY SERVICE

1440 Broadway, New York City

This Pictorial Map—entirely original for New York, is patterned after the famous Map Monumental de Paris.

. . . We can mail you single De Luxe copies of a special edition in rolls, on heavier paper, for \$1.

A \$7500.00 PER YEAR OPENING FOR LETTERING MAN

To fill this position you must have talent for arranging unusual compositions and a thorough knowledge of color values.

The position is a permanent one with every opportunity for advancement based on merit.

To even be considered for this position you must give complete information regarding your present and past employment and furnish samples of your work.

All replies will be held in strictest confidence.

Address "D," Box 66, Printers' Ink

FARM PAPER SUMMARY FOR MAY

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, live stock and
classified advertising)

MONTHLIES

	Lines
Country Gentleman.....	62,660
Successful Farming.....	25,274
Farm Journal.....	21,303
Capper's Farmer.....	15,203
Farm & Fireside.....	14,883
California Citrograph.....	14,349
Farm Mechanics.....	12,437
American Fruit Grower.....	12,432
Power Farming.....	7,476
Field Illustrated.....	7,302
Farm Life & Farm Home.....	6,140
American Farming.....	5,667
Better Fruit.....	4,270
Farmers' Home Journal.....	2,481
Southland Farmer.....	946

SEMI-MONTHLIES

	Lines
Dakota Farmer.....	28,554
Oklahoma Farmer-Stockman.....	27,738
Hoard's Dairyman.....	27,527
Montana Farmer.....	22,290
Missouri Ruralist.....	21,575
Farmstead, Stock & Home.....	18,773
Orange Judd Illinois Farmer....	17,824
Utah Farmer.....	17,525
Southern Agriculturist.....	16,259
Southern Ruralist.....	15,474
Western Farmer.....	12,766
Michigan Business Farmer.....	11,593
Western Farm Life.....	11,527
The Dairy Farmer.....	11,137
Southern Planter.....	8,923
South Dakota Farmer & Breeder	6,254
Modern Farming.....	5,085
Missouri Farmer.....	4,288
Arkansas Homestead.....	3,975
Southern Cultivator.....	2,835

WEEKLIES

(Four Issues)

	Lines
Pacific Rural Press.....	46,713
California Cultivator.....	44,686
The Farmer.....	44,188
Florida Grower.....	42,350
Nebraska Farmer.....	37,403
Kansas Farmer & Mail & Breeze	34,202
Prairie Farmer.....	33,444
Rural New Yorker.....	31,361
Indiana Farmer's Guide.....	30,825
Wallaces' Farmer.....	29,964
Wisconsin Agriculturist.....	28,697
Iowa Homestead.....	28,535
Pennsylvania Farmer.....	28,342

THIS MAN

with eleven years' experience, now employed, but seeking a new connection in New York or vicinity, has sold "on the road," edited house organs, written booklets, catalogs, broadsides, circulars, direct-by-mail material, newspaper and magazine campaigns, and purchased the accessories.

He has been Advertising and Sales Promotion Manager for several well-known national advertisers. He is well recommended by present and past employers.

This man is 29 years old; Christian; single; university trained; likes work and likes people. Salary, \$5200 a year.

Some manufacturer, or advertising agency, can use this man's ability and experience to good advantage. He will call upon request to "E," Box 67, Printers' Ink.

TO the advertising man who would establish an agency

To the man who is now operating or about to operate his own agency business we offer a most interesting proposition.

Often the billings on a nucleus of promising accounts are not sufficient to justify the excessive cost of building a new organization.

To the man at that stage we offer an opportunity to operate independently . . . a fully equipped office for him to step into . . . a well-organized, smooth-running organization to serve him in routine and production upon all his accounts . . . available simply upon assumption of a pro rata share of overhead.

Such an arrangement as this can be effectuated only upon a basis of mutual confidence. Both parties must submit to rigid investigation. Negotiations must be confidential. (Our employees know of this advertisement.) Address "New York," Box 68, P. I.

A MAN WHO CAN SELL BONDS BY MAIL

An institution that occupies a prominent place in the national investment field requires a man with a successful record as manager of the correspondence division in the bond department of a bank, trust company, investment house or mortgage company.

Please give complete information in regard to your education, previous connections and present earnings.

J.M. DAIGER & CO.

INCORPORATED


FINANCIAL ADVERTISING
COMMERCIAL ADVERTISING

345 St. Paul Place, Baltimore, Md.

Photostats
of any subject
By Photographers
Fast Messenger Service
PACH BROS.
28 West 44th Street, New York, N. Y.



**TOY BALLOONS
and
BALLOON NOVELTIES
for
Advertising Purposes**
The Western Reserve Rubber Co.



	Lines
Farm & Ranch.....	28,336
New England Homestead	27,927
Ohio Farmer	26,681
Michigan Farmer	26,223
Progressive Farmer & Farm Wo- man.....	26,187
Washington Farmer	25,589
Wisconsin Farmer	25,260
Oregon Farmer	24,850
Idaho Farmer	22,396
Pennsylvania Stockman & Farmer	20,735
Breeders Gazette	19,282
Ohio Stockman & Farmer.....	18,362
American Agriculturist	17,106
Dairymen's League News	6,875
Pacific Homestead	4,196

FARM NEWSPAPERS

	Lines
Kansas City Weekly Star.....	21,249
Kansas City Weekly Journal....	15,472
Dallas Semi-Weekly Farm News	13,301
Memphis Weekly Commercial Appeal	10,271
St. Louis Weekly Globe-Democrat	9,689
Atlanta Tri-Weekly Constitution	8,634
Atlanta Tri-Weekly Journal.....	6,432
St. Paul Farmers' Dispatch.....	6,350

(Figures compiled by Advertising Record Company.)

E. E. Basquin and J. C. Hearn Join Pratt & Lindsey

Eugene E. Basquin and Joseph C. Hearn have joined the staff of The Pratt & Lindsey Company, Inc., New York advertising agency. Mr. Basquin was for ten years general manager of the Surface Combustion Company, a subsidiary of the Henry L. Doherty Company, New York. Mr. Hearn was merchandising manager of the American Druggist Syndicate, Long Island City, N. Y., for more than nine years and more recently has been manager of the Sacks Stamping Works, a subsidiary.

G. W. Freeman with Doremus Agency

George Willard Freeman, who, for over eight years, has been with the Corday & Gross Company, Cleveland, Ohio, as director of advertising service, has joined the staff of Doremus & Company, New York advertising agency, as an account executive.

Real Estate Accounts for Ferry-Hanly

H. A. Lockwood & Company, New York, real estate, have placed their advertising account with the New York office of the Ferry-Hanly Advertising Company. Herbert M. Williams, Larchmont, N. Y., real estate, also has placed his account with this agency.

4, 1926

June 24, 1926

PRINTERS' INK

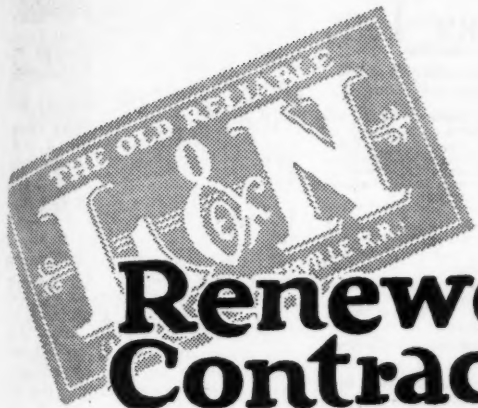
215

Lines
28,336
27,927
26,681
26,223

26,187
25,589
25,260
24,850
22,396
20,735
19,282
18,362
17,106
6,875
4,196

Lines
21,249
5,472
3,301

0,271
9,689
3,634
5,432
5,350
ining



Renewed Contracts

Are the Best Credentials An Advertising Agency Can Offer

For the fifth consecutive year this agency is sending out contracts to daily newspapers, weekly newspapers and farm journals for institutional advertising for its client, the Louisville & Nashville Railroad. This advertising appears in the principal publications of the fourteen states served by the **L&N** and the campaign in its entirety is created by this agency under the direction of the Public Relations Committee of the **L&N**.

This agency also prepares and directs the national magazine, national farm journal and national newspaper campaign for the Passenger Department and the Industrial and Immigration Department of the **L&N**.

Of the seven major clients of this agency, three have been in our hands for the past four years; another three, for the past two years, and the seventh is renewing its contracts with us during the next few days.

Renewed contracts are the best credentials an advertising agency can offer.



The Chambers Agency, Inc.
ADVERTISING *New York-Louisville
And New Orleans*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

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NEW YORK, JUNE 24, 1926

When Selling Success May Be Fleeting

A Western manufacturer, in conversation with us the other day, fell to ruminating over the wrecks of certain one-time merchandising successes. He remarked upon what a melancholy thing it is to contemplate the enterprises that are snugly tucked away in the business graveyard instead of being living and growing, as they of right ought to be. A company flourishes today; tomorrow it is gone. A commodity may be known to everybody and be in popular demand; and then something else takes its place, causing it to be forgotten.

"Why is it," the manufacturer asked, "that business success,

seemingly secure and permanent, is after all so fleeting?"

The answer, we think, can be found in the story of Joseph and its sequel.

"And Joseph died, and all his brethren, and all that generation. . . Now there arose up a new king in Egypt, which knew not Joseph."

Many businesses die or languish because the world does not stand still. They do not take sufficient cognizance of what might be termed the turnover of humankind. People change and grow. They pass on and give place to others. All advertisers know this but many of them do not direct their selling policies accordingly. And quickly they become the almost forgotten successes of another day. This rule works out inexorably with the great as well as the small.

The manufacturers whose success today appears so solid that nothing can affect it have attained that happy state because of two main reasons. They are never satisfied with their product and make it improve with the change and growth in the people who buy it. The second reason is that their advertising task is never done.

Thus they continuously provide for the selling of those who "know not Joseph." But let them relax, let them consider their position impregnable and the end may come with tragic swiftness. Advertising can produce business success—and also fortify, strengthen and preserve it.

First Aid to Easier Sales

Several years ago a number of employees of the Standard Oil Company (Indiana) subscribed for a block of that company's common stock. They were allowed to buy it on instalments. To make the offer more attractive, the management agreed to pay fifty cents toward this stock every time an employee paid a dollar. A few days ago the employees got their stock certificates.

They had paid in \$11,800,000. The company had paid \$5,900,000.

Today the stock has a market value of \$25,350,000, so only a small amount of simple arithmetic is required to show that the employees have made a profit of 115 per cent on their money.

What do a few shares of stock in the hands of an employee mean? For one thing, partnership instead of master and servant. They mean more power and the more intelligent use of that power back of production and sales, for the very obvious reason that the man with money in a company is determined to see that money grow. The interest of the employee who owns a few shares of stock does not die when the five o'clock whistle blows. As he is apt to see it, his ownership gives him a sort of roving commission to keep on the alert after office hours for new methods of production and selling that promise to make his part ownership in the business more profitable.

Few permanent successes in business, it should be remembered, have been built around products that are hard to sell. The product made to conform to what the big market wants in quality and price will often come close to selling itself, if it is well advertised. Those facts are quite generally recognized, but many manufacturers do not recognize the importance of the interested employee in turning out a product that is good enough to sell itself in volume. Employees who own stock cannot be classed as labor. They are partners. As such they are concerned with the advances that their company as a whole makes.

Has stock ownership on the part of employees made the Standard Oil Company's products sell easier? Has the policy worked out satisfactorily? Perhaps some answer to those questions lies in reporting simply that the company is offering another stock buying opportunity to its employees. Fifteen thousand, seven hundred and twenty-two, or more than 70 per cent of the employees eligible, have subscribed. Management and men seem to agree emphatically that it is worth something. What, if not an aid to easier sales?

Send Salesmen after Profits

In a recent issue of the *Modern Merchant and Grocery World*, Frank G. Hathaway, of the National Credit Men's Association, related a conversation he had had with a woman who was running a small grocery store. She informed Mr. Hathaway that although total sales of \$133 represented the largest week's business she had ever had, five wholesale grocers' salesmen were calling on her every week and in addition two confectioners, two provision men and one tobacco jobber.

Ten salesmen dividing a gross business of \$133 every week!

Of course, the basic causes for this state of affairs are two: lax credit investigation and the general desire to swell the list of retail accounts. The first is easy enough to eradicate. An efficient credit department is a positive remedy.

But the second cause is not so easy to eliminate because it calls for a complete turnabout in the attitude of a business toward its roster of customers and prospects. In too many organizations, salesmen are sent out to create sales—whereas their true goal should be to create profits. The two are not always synonymous. Not one of the ten companies whose salesmen called on the tiny grocery store mentioned above made a profit on the business from this outlet. Yet, because these ten salesmen have been taught to go out after sales, instead of having been instructed to seek profits, they will probably continue calling on this store so long as there is any prospect of securing an order.

Sales quotas which are set too high; compel salesmen to pick up sales wherever they are to be had, irrespective of the profit potentialities. Poorly arranged sales territories have the same reaction. Even sales compensation methods play a part in the zeal, or lack of it, which salesmen display in going after profits. No doubt this is the reason why a number of large manufacturers have, within recent years, adopted the policy of paying special bonuses, over and

above the usual commission, based on the net profits brought in by each salesman.

The plan is a splendid one. We doubt very much whether a salesman who knew that he was going to be specially compensated for the profits he produced would make weekly calls on a store doing a gross business of \$133 weekly.

Advertising All Around the Circle

A manufacturer whose business just now is not so good as he could wish to see it, said, in reply to the suggestion that advertising might help to improve conditions:

"Advertising is no good for our business. We tried it several times and never got anything out of it."

Pressed for details, this president explained that his business was making machinery for wrapping and packing such articles as tooth paste, chewing gum, proprietary articles and similar packaged products, practically all of which are quite extensively advertised to the consumer. He said:

"We imprinted our name and address on the package of a certain manufacturer's product for the packaging of which we made the machinery. This package was especially made for use in penny vending machines. Out of the millions of these small packages distributed not one resulted in an inquiry on us for further information about the machines used for the packaging. In another case, we had our name imprinted in a booklet that was enclosed with the product in a package, for which we built the machines. We did get some inquiries from this, but I do not remember that it resulted in any business, so the cost of the advertising was thrown away."

Here is an attitude of mind that often puzzles advertising men. The manufacturer of a cough drop, a chocolate bar or a package of chewing gum spends hundreds of thousands of dollars to advertise his product. Mass sales result, production increases, and a market is thereby created for machinery

which lowers the cost of production and the selling price to the consumer. The manufacturer of the machinery hasn't created his market. The advertisers of the packaged articles have, however, created both the market and his opportunity. He is the child of a system which largely brought him into existence but which he does not fully understand and does not altogether believe in. Until he sees the light and begins to make intelligent use of advertising for himself, it is generally true that he fails to benefit in the truest sense, i. e., advertising would do for him in reaching his market what it does for the product manufacturer in reaching his, and within certain limits increase his production and lower his prices.

And isn't this sound philosophy for that host of manufacturers in all lines of industry who participate in the benefits of what advertising does for others but who either cannot or will not see it as economic good for themselves?

Service vs. Value

It was Abe Martin who said recently, "We're gittin' too much service and not enough of what we buy for our money these days."

Service offers an excellent sales argument, but after all what the consumer buys is value. If the service is part of the value, the consumer is well satisfied with his purchase. But if the service is offered at the expense of value the consumer can be cajoled into buying only a few times. Then he throws away the "service" product and invests his money where he knows he will get his money's worth.

Doubtless many products are under-serviced. Doubtless, also, just as many products are over-serviced at the expense of value. When this brings about a condition where the consumer is forced to pay for service that he doesn't want or doesn't need the time has come for the manufacturer to go back a couple of decades in merchandising and remember that in reality the consumer is buying value—value first, last and always.



HERE'S a treatment that is brilliant and simple.
Unusually effective and practically fool-proof, no
matter how printed.

Send in your problem and let us show you how
vital a treatment can be.

ETHRIDGE

25 East 26th Street, New York City

“How American Radiator Company Trains New Salesmen”

In the July issue of
PRINTERS' INK MONTHLY

IN March, 1924, the sales training department of the American Radiator Company was established. After more than two years R. C. Hay, manager of sales training and sales promotion of the company, describes the training plans as followed by that department.

This article gives the advertising and sales executive an unusual picture of sales training. It starts with the study of a salesman's fundamental difficulties. It shows how these difficulties are uncovered by actual work with the salesmen. The next step is to solve these difficulties for the salesman and to present the solution in workable form.

The salesman is then brought to the factory where he studies the product, engineering and sales. After this training period he goes on the road with a senior salesman.

There, in broad outline, is part of the work done by the American Radiator Company in training new salesmen. The article, however, contains itemized lists of the points studied, lists that can be applied readily to other businesses. These lists alone are so unusual and so thorough that they open up new horizons of study for the sales executive.

In addition to Mr. Hay's article, July PRINTERS' INK MONTHLY contains articles by:

EDWARD T. HALL, Vice-President,
Ralston Purina Co., and
President of the Association
of National Advertisers.

FRANK R. TOWLE, Treasurer and
General Manager, Willcox &
Gibbs Sewing Machine Com-
pany.

HUBERT M. TOPPIN, Secretary
and Treasurer, The Jacobs
Manufacturing Company.

M. B. NELSON, President, Long-
Bell Lumber Company.

GUY RICHARDS, Space Buyer,
The Erickson Company.

J. H. McLAURIN, President,
American Wholesale Grocers
Association.

EDGAR PAUL HERMANN, Director
of Publications, LaSalle Ex-
tension University.

There are also fifteen other unusual articles on current advertising and selling problems, based on the experiences of well-known national and industrial advertisers.

PRINTERS' INK MONTHLY

185 MADISON AVENUE

NEW YORK CITY

To publishers, advertising agents, direct-mail producers and others interested in reaching advertisers, the MONTHLY offers a SELECTIVE audience of concerns that count. August issue will close July 10-15.

Advertising Club News

New Orleans Club Elects New Officers

Fred I. Meyers, advertising manager of the Chris Reuter Seed Company, was elected president of the Advertising Club of New Orleans at the annual election of officers which was held on June 8. The new president succeeds Jules J. Paglin, advertising manager of the Sam Bonart Clothing Company.

Jay C. Barnes, of the New Orleans Public Service, Inc., was made vice-president and Roy M. Schwarz, of the Godchaux Clothing Company, was elected secretary. Mark M. Bartlett, assistant publicity director of the Hibernia Trust & Savings Bank, was re-elected treasurer.

The new board of directors includes W. A. Feuillan, Jr., Lighting, Fixture & Supply Company; Maurice F. Barr, Saenger Amusement Company; Samuel D. Reeks, Mayer Isreal Company; J. B. Page, General Outdoor Advertising Company; James L. Ewing, of the *Daily States*; L. F. Blackburn, of the *Times-Picayune*; Leo R. Jalenak, of the *New Orleans Item* and Mr. Paglin.

Features of the meeting were a brief speech by the new president, Mr. Meyers, in which he advocated that a direct-mail department be organized within the club during the next year.

* * *

New York Junior Club Elects W. E. Meinzer

The Association of Young Advertising Men of New York elected Walter E. Meinzer president at a meeting on June 11. Other new officers are: First vice-president, Salvatore Castagnola; second vice-president, Charles M. Fairbanks, II; secretary, Le Roy Mott; treasurer, Edwin F. Skillman; assistant treasurer, W. W. Kolodin, and director, Carroll E. Beach.

The association doubled its membership within the last year and now has 327 members.

* * *

Tenth District to Meet at Beaumont

The annual convention of the Tenth District of the Associated Advertising Clubs of the World is to be held at Beaumont, Tex., from October 24 to 26. The program of the meeting will be of special interest to the retail merchant. James P. Simpson is president of the Tenth District, which covers the State of Texas.

* * *

H. J. Stonier, President, Los Angeles Club

Harold J. Stonier has been elected president of the Advertising Club of Los Angeles. Carl A. Bundy was made first vice-president; J. G. Jeffrey, second vice-president, and Arthur Lee, secretary-treasurer.

Carl Hunt Elected President of Orlando Club

Carl Hunt, former general manager of the Associated Advertising Clubs of the World, and who recently resigned as executive vice-president of the Orlando, Fla., Chamber of Commerce, has been elected president of the Orlando and Orange County Advertising Club. Byron W. Orr, formerly secretary of the Advertising Club of Louisville, Ky., was elected secretary-treasurer.

* * *

Ellen S. Patten Again Heads Philadelphia Women's Club

Mrs. Ellen S. Patten, of the *Philadelphia Inquirer*, was re-elected president of the Philadelphia Club of Advertising Women at a recent meeting. Florence M. Dart, of the McLain-Simpers Organization, was elected vice-president; Mrs. B. Ewing Kempff, of the Philadelphia Trust Company, was re-elected treasurer, and Mary J. Denton, of Paul Gibbons & Co., was elected recording secretary.

* * *

Ithaca Club Celebrates Second Birthday

The second anniversary of the Advertising Club of Ithaca, N. Y., was recently celebrated with a birthday party. The guest of honor was Earle Pearson, general manager of the Associated Advertising Clubs of the World, who helped organize the Ithaca club. E. Curry Weathersby, vice-president, presided.

* * *

Montreal Club Host to Two Presidents

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, recently attended a meeting of the Montreal Publicity Association. T. H. Shore, president of the San Diego, Calif., Advertising Club, was also a guest.

* * *

Made Secretary of Spokane Club

Henri Parmelee, secretary of the One Hundred Per Cent Club, has been named manager of the Spokane Advertising Club to succeed Frank Zeorlin, resigned. For five years Mr. Parmelee was with the National Cash Register Company in Spokane.

* * *

Charles Truman Heads Oakland Club

Charles Truman has been elected president of the Oakland, Calif., Advertising Club. William P. St. Sure was made vice-president and Mrs. Gladys Barndollar, treasurer.

Direct-Mail Convention Chairmen Appointed

The chairman of the Detroit general committee for the ninth annual convention of the Direct Mail Advertising Association, which is to be held at Detroit from October 20 to 22, will be Joseph Meadon, of the Franklin Press. The following committee officers have been appointed: Vice-chairman, W. R. Ewald, of the Campbell-Ewald Company; treasurer, Elmer P. Grierson, of the Sprague Publishing Company; recording secretary, H. M. Hastings, and manager-secretary, C. W. Collier.

The chairmen of the various committees are as follows: Publicity, W. H. Marsh, McKinney, Marsh & Cushing; attendance, G. W. Kingsbury, The Kelvinator Co.; membership, G. A. Robson, Saturday Night Press; exposition, D. B. Jacobs, Seaman-Patrick Paper Co., and

Educational and Detroit Exhibit, V. E. Burnett, General Motors Corp.; exhibit management, A. B. Jewett, Metropolitan Motion Picture Co.; session, C. F. Berry, Union Trust Co.; registration, Ward Gavett, R. L. Polk & Co.; reception, F. W. Atherton, Ketterlinus Litho Mfg. Co.; hotel, G. E. Booth, Adcraft Letter Shop; transportation, E. T. Sutton, McKinney, Marsh & Cushing, and entertainment, J. B. Mills, J. L. Hudson Co.

There will be an advertising exhibit which will include all factors and elements going into the planning, production and mailing of direct-mail advertising. There will also be a Detroit advertising exhibit which will demonstrate Detroit's advantages as an advertising centre. An educational exhibit will include a display of direct-mail advertising from all parts of the world.

* * *

Rochester Ad Club Reaches Membership Limit

The Rochester, N. Y., Ad Club recently admitted its seven hundredth member, its membership limit. A waiting list has been established. The honor of being the last member admitted fell to Erwin J. W. Huber, advertising manager of the Rochester Journal and Post-Express.

* * *

New Officers for Davenport, Iowa, Club

At the annual election held by the Advertising Club of Davenport, Iowa, recently, Luther Franzen was named president; Donald McCandless, vice-president; Paul Johnson, secretary, and P. C. Fisher, treasurer.

* * *

English and Welsh Clubs Apply for Affiliation

The advertising clubs of Hull and Nottingham, England, and Cardiff, Wales, have applied for affiliation with the Associated Advertising Clubs of the World.

Seattle Club Honors R. E. Morgan

R. E. Morgan, first president of the Advertising Club of Seattle Wash., and active in the organization of both the club and the Seattle Better Business Bureau, was honored at a recent luncheon by the presentation of a silver engraved life membership in the advertising club. Mr. Morgan is advertising manager of Frederick & Nelson, Seattle department store.

* * *

W. K. Hutson Returns to New York Club

William Kidwell Hutson has returned to the Advertising Club of New York as assistant secretary, which position he had held for two years before joining the New York office of the Peninsular Publishing Company as assistant to the vice-president. He succeeds J. M. Kelly, who has joined the Eastern office of the Standard Rate and Data Service.

* * *

Buffalo Club Has Annual Cruise to Montreal

The Greater Buffalo Advertising Club held its second annual cruise from Buffalo to Montreal from June 12 to 14. Francis B. Frazee, president of the club, headed a delegation of 200 members. In Montreal they were welcomed by Arthur N. Sainte Marie, president of the Montreal Publicity Association.

* * *

St. Louis Club Members Win Convention Trips

Five members of the Advertising Club of St. Louis were awarded trips to the Philadelphia convention of the Associated Advertising Clubs of the World, as the result of a membership contest. The winners were: Helen Seevers, H. V. P. Thomas, C. B. Jolley, Norman Lewis and Arthur Poss.

* * *

Women's Club of Portland Elects Officers

The following officers were elected at a recent meeting of the Women's Advertising Club of Portland, Oreg.: President, Mrs. Dorothy M. Lee; first vice-president, Marion Gilbert; second vice-president, Emma Lundy; secretary, Anna M. Hodgkins, and treasurer, Jessie E. Ross.

* * *

T. D. Harman Heads Pittsburgh Club

T. D. Harman, chairman of the board of directors of the National Stockman and Farmer, has been elected president of the Pittsburgh, Pa., Advertising Club. Other officers elected are: Vice-president, Robert E. Grove; secretary, Jerry Cullison, and treasurer, E. C. J. Gratz.

The Little Schoolmaster's Classroom

"THESE funny things," Sam P. Judd, publicity manager of the Mercantile Trust Company, of St. Louis, writes the Schoolmaster, "are newspaper advertisements."

One is reproduced here because it impresses the Schoolmaster as being an instructive example of human interest as applied to bank advertising. It occupied a three-column, eleven-inch space in the St. Louis newspapers and is one of a series of several along the same general lines.

The entire space of each advertisement is taken up with a coarse screen halftone, with the bank's brief message in script.

The Schoolmaster has frequently remarked upon the rapid advances banks have made in advertising during the last few years. It was a difficult thing to get them started, but when they did start they progressed faster than many other businesses which have been using advertising for much longer.

No better evidence can be had of the fundamental soundness and intrinsic worth of good advertising. Bankers now regard it as a creator and promoter of good-will and attach much weight to it in measuring a business man's financial standing. Furthermore, they use it themselves.

* * *

In the struggle for new selling ideas, business men often forget that some of the old merchandising stunts are just as good as ever. Because an idea is old is no indication that it has lost any of its effectiveness.

There is, for example, the plan of giving candy to children who

visit a place of business. This custom dates from no-one-knows-when. Up to the turn of the present century, it was one of the most extensively used of all retail selling stunts.

In recent years, however, the



practice has been almost altogether discarded. Just why the Schoolmaster does not know. Certainly, the Federal Trade Commission has never accused the dispensers of gratuitous lollipops of commercial bribery, or rebating, or of any of the other ponderous charges that it has in its repertory. Perhaps the custom has largely been abandoned because business has grown too big or too "institutionalized."

But the Schoolmaster knows of one business that has found it worth while to continue this old custom. It is the Reed Oil Corporation, of Atlanta, Ga. R. N. Reed, the president of the company, tells the Schoolmaster that

UP-UP

Go the
advertising lineage
and circulation of

CollegeHumor

(a 35 cent magazine)

and we can tell you
many good reasons
why



MORE THAN

350,000

NET

Still \$2.00 a line

Sawmills that cut 84% of the lumber produced in U.S.

Concentrate your advertising in the *one* paper that covers the worth-while mills in all lumber producing sections—mills that cut 84% of the lumber sawn in the U. S.

Write for our 84% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.

DIRECT MAIL ORGANIZATIONS!

Please Answer

Advertising executive—having been Copy Chief, Service Manager, and Plan and Layout Man for 2 leading direct mail agencies—seeks change, where intelligent effort will be appreciated.

Handled large national direct campaigns from plan and idea to production and results. Often won the order against competition of highly organized direct mail specialists.

Keen analyst—capable layout man—successful copy writer—able contact ability. Hard and intelligent worker—produces permanent customers and experienced enough to make an extra profit for you.

Salary \$7800 and worth it. A bargain in brains. Write for details. Exceptional chance to get high grade producer. Reply to "Y," Box 61, care of Printers' Ink, 230 South Clark St., Chicago, Ill.

SALES MANAGERS

Send for sample copy of **SALESMANSHIP DIGEST**—24 pages of real selling suggestions for your salesmen. Your letterhead will bring sample and subscription rates.

SALESMANSHIP DIGEST
Suite 207-208, 28 Jackson Blvd.
Chicago

YOUR PRODUCT
will find its market in the
CHURCH FIELD
through the preachers' trade journal
THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio.
17 West 42nd Street, New York
37 South Wabash Avenue, Chicago
Sample and rate card on request.

for many years, except for a period during the war, the organization has been giving a stick of pure sugar candy, wrapped in tissue paper, to every child in an automobile that is driven to any of its oil stations. Mr. Reed admits that frequently a stick goes to a colored chauffeur, but there is no harm in that. He adds that it is a regular occurrence for children to coax their parents to drive out of their way to patronize a Reed station.

The Reed Oil Corporation has not made the mistake, however, of letting this stunt substitute for advertising. The company is a regular and consistent advertiser. The distribution of candy is merely a supplemental merchandising device—a hospitable act extended to customer-guests.

* * *

The Schoolmaster heard a baccalaureate sermon at a certain university a Sunday or two ago which contained some thoughts every advertiser will do well to consider.

"The heresies of yesterday," the learned preacher declared, "are the orthodoxes of today." He could well have been referring to a long list of business principles—advertising as an economic force, consumer acceptance, turnover, concentrated buying, the discoveries that catalogues and salesmen can work harmoniously for the advancement of selling, salability, good-will, and many others.

These highly valuable commercial principles were worked out because, back there a few years in business history, somebody had the courage to think radically and work in accordance. In other words, they were strong enough to hunt for the truth even though it might cause them some momentary discomfort and interfere with their ways of doing things.

The business radical, it would seem, is quite a valuable citizen after all.

"In these days of struggle between fundamentalist and modernist forces in religion," the baccalaureate preacher said in effect, "one hears a great deal about the

You will have few opportunities to engage a man of this calibre



OUR business brings us into intimate contact with some of the largest corporations in the country. We have the chance to observe their executives closely. We know that a man with the ability, experience and personality of this one is rarely available.

He is the administrative type. He is leaving an important position through circumstances that reflect no discredit either on himself or his associates.

In the past, he has been the sole owner and manager, or an active partner in the ownership of four manufacturing establishments; he has been secretary of an outstanding corporation, in direct charge of its thirteen subsidiaries; general manager and member of the board for one of the oldest and best-established mercantile houses; as secretary-treasurer, in charge of distribution for another national concern, he increased sales 22% in a year when the industry's sales decreased 18%, and became president of the company. He has been president of three trade associations. Each change he has made has been in the nature of an advancement in responsibility and earnings.

Graduate of Yale; married, with four children; 45 years old; rugged physically—a former athlete who has the bearing and abundant energy of an athlete.

This man is available for a connection in keeping with his record of accomplishment. Our knowledge of his worth convinces us that the concern which obtains his services will be making an important addition to its assets.

Address "J," Box 211, care of Printers' Ink.

When you were still in jeans

—a very small boy, with a tremendous appetite, how you relished old Dinah's pancakes! And, recollect those inviting puddles of butter and syrup and the miniature mountains of jam? Those were days of unmarred gastronomic bliss, when impressions stuck faster than syrup on baby's diminutive, dimpled fists.

Painting word-pictures to portray the merits of a product is, for me, a happy occupation. Some advertiser or agency within commuting distance of Newark can use my ability to our mutual advantage. Printing-advertising experience. Available Sept. 1st.

Address

WOMAN COPY WRITER
care Printers' Ink
Box 60



A Valuable Advertising and Sales Experience for Manufacturer, Publisher or Publishers' Representative

10 years' experience as publisher of successful Daily newspaper.

3 years' executive experience with New York Publishers' Representative.

5 years as Sales Manager of large commercial business.

Married—38—university graduate with broad experience in the newspaper and advertising field—wide acquaintance among publishers and agency men.

Executive experience and years of successful selling qualifies as Business or Sales Manager or assistant to Executive.

Address "H," Box 210, care Printers' Ink.

Soft Drinks

For sale, an idea for naming and advertising a soft drink that will increase sales. Can be adapted also to one already named. Unique and sensational. Address "V," Box 207, care of Printers' Ink.

so-called mischief worked by the radicals. The radical is condemned in some quarters because of his alleged influence in overturning the established order of things. But I am here to say that the most dangerous of all radicals is the man who stands pat and works against research and thought because he fears to face the truth. He is afraid of what study may uncover."

Some advertisers whom the Schoolmaster could name are radicals of this type. They fight against new methods for fear their old methods may be proved wrong. For the same reason they do not analyze their markets or overhaul their selling machinery.

Timid souls such as these have usually been regarded as ultra-conservatives. This preacher would call them the most radical of radicals. The Schoolmaster believes he is right.

* * *

In a prophetic article in *PRINTERS' INK* for June 17, G. A. Nichols asked: "What will take the place of advertising in Ford's marketing scheme?" He suggested a probable price cut and pointed out that Mr. Ford realized he could get much free publicity. The price cut came quickly and by a remarkable coincidence unbound volumes of a new book by Mr. Ford, and that tireless Ford collaborator, Samuel Crowther, have been rushed out to anxious editors. The name of this new book is "Today and Tomorrow." It is an interesting title.

Tomorrow interests Chevrolet, Dodge, Overland, Chrysler, Pontiac, Essex and a group of other manufacturers who are making, marketing and advertising motor cars which are cutting into Ford sales. Chevrolet, his largest competitor, has built up its great consumer acceptance through improved quality, and new features, price reductions as volume grows, and consistent consumer advertising. His next largest competitor, Dodge, is also a consistent advertiser. Today Ford has capacity to make and sell more than twice as many cars as Chevrolet. What to-

Direct-Mail Advertising Sales Manager Wanted

BY established middle-western Advertising Agency with completely-equipped department for creation, production and sale of Direct-by-Mail Campaigns. Should have successful record selling and contacting national direct-mail accounts. Write, stating previous connections, experience, salary or basis of compensation desired, etc. Members of our staff have been informed of this advertisement. "Z," Box 62, Printers' Ink.



CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & MOORE
TORONTO—92 Adelaide Street West LIMITED

Multigraph Ribbons Re-inked

Our *SURTESS*

Send 3 Ribbons
to be re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

Attention, Newspaper Owners!

We know of a newspaper publisher who took a second newspaper and within eight years increased the circulation of that newspaper 11,000 net paid daily. No premiums, no contests, but the right kind of knowledge put this newspaper over and today it is the outstanding newspaper in its city. Sale of the property leaves him open and if you can use a General Manager this is your opportunity to get a real good willing worker who can be of value to any organization.

Address "B," Box 64,
PRINTERS' INK.

Mail Order and Sales-Thru-Agents EXPERT

is wanted by successful New York printing company to assume complete responsibility of developing and enlarging well-established and profitable business in embossed personal stationery, playing cards, Xmas cards, etc. Exceptional opportunity with full backing and support is offered to the right man who will invest \$3,000 in this business. Write full details of your experience and salary desired or your application will not be considered.

Address "A," Box 63, care of
Printers' Ink.

Display Advertising Salesman

A desirable opening for a good man who knows Window Display and Poster Advertising. Knowledge of Silk Screen Process desirable. Exceptional offer to the right man. Write fully, giving age, past experience, etc. Address, "G," Box 69, care of
PRINTERS' INK.

morrow will bring forth in the relative standing of his aggressive and growing competitors remains to be seen.

Start Advertising Business at Charlotte, N. C.

Elias C. Lyndon, formerly with Carl J. Balliet, Inc., Greensboro, N. C., has incorporated an advertising business at Charlotte, N. C., under his own name. He is secretary and manager of the new company. F. H. Bierman, of the Bierman Engraving Company, Charlotte, is president. E. C. Bierman is treasurer.

N. Dewitt Farrar, formerly with Cecil, Barretto & Cecil, Inc., Richmond, Va., has been appointed art director.

G. W. Sherin Moves to Detroit

G. W. Sherin, sales manager of the polish section of E. I. du Pont de Nemours & Company, Inc., has moved his department from Philadelphia to Detroit, where he will be in close touch with the Duco division of the company and with the automotive trade generally. Mr. Sherin's division markets Duco Polish No. 7 and other automotive chemicals.

E. E. Arrington with Beloit, Wis., Letter Service

Edward E. Arrington, a former secretary of the American Optometric Association, has joined the S. & S. Letter Service Corporation, Beloit, Wis.

Edward Gans Leaves Fall River "Herald"

Edward Gans, publisher of the Fall River, Mass., *Herald*, for the last eight years, has resigned.

Available

A man of technical education—a graduate of West Point—seeks a broader field. At present sales and advertising manager. Experienced in all angles of selling and merchandising. Successful record. Open to a proposition from an established manufacturer as assistant to an executive or manager of sales. Age 28, Christian and married.
Address "L," Box 213, Printers' Ink.

JOB WANTED

by man with results, not bluff. Economical manager. Young enough to originate ideas; old enough to avoid bad breaks. Prefers handling entire publicity for manufacturer or dealer. Experience surpassed by few. If agency, might consider taking interest later. Immediate. Address "C," Box 65, Printers' Ink.

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers' Bookbinders' Outfitters
Modern Cut-Coat Equipment
Also Rebuilt Machinery
Conner Fendler Branch, A. T. F. Co.,
New York City

TRY

Litchfield
NEW YORK

A National, Annual Business Directory, three years old wants a publishers' representative or organization capable of producing \$30,000 in advertising. Address Box 703, Printers' Ink.

Printer's Chance—Ideal, modern, printery (complete) linotype, presses, magazines, cabinets, tons latest type, cutter, embosograph. Clear title, \$4,950; replacement value, \$10,000. Act quick. Box 709, P. I.

FOR \$25 CASH

Your one inch **DISPLAY** ad goes in 70 N. Y., 50 N. J., 24 Pa., 10 Conn., country weeklies one time. Lawrence F. Deutzman, Smithtown Branch, L. I., Syndicate Advertising.

Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Sign Salesmen—If you can sell outdoor steel signs of unprecedented merit, an unusual opportunity awaits you. The manufacturers of the celebrated Stenpho Super Sign—an indestructible outdoor steel sign of absolute permanency—need aggressive sales representation in territories not now fully covered. The Stenpho Super Sign is in a class by itself and the manufacturing process is patented. No competition. Write The Stenpho Co., 108 East Third St., Dayton, Ohio.

A Rare Opportunity

to secure a complete addressing equipment, in fine condition, at a low initial cost. **Periodical Publishers**, with this equipment, can print an office record list on wide paper and a mailer strip at the same time; pick out expirations automatically while printing the office record and mailer strip all in one operation; address wrappers, envelopes, folders, and conduct a complete follow-up system at a very low operating cost. **Printers and Direct Mail Houses**, with this equipment, can address periodicals, bulletins, catalogues, folders, club and lodge notices, at a low cost; give customers an exact copy of the stencils used without running them through a second time for that purpose. Ready to ship at once. The Sunday School Times Company, 1031 Walnut Street, Philadelphia, Pa.

HELP WANTED

WANTED

Salesman to sell for one of the largest art organizations in the country. Must have good appearance and desire to work. Box 693, Printers' Ink.

Advertising Salesman

wanted to represent leading trade paper on salary basis. Eastern territory. Box 694, Printers' Ink.

idea and layout man on lithographed window and counter display. Artist with experience in this work, who has made good, preferred. Real opportunity with good salary to start to right man. Address Box 726, Printers' Ink.

Advertising Salesman to cover New England on an old established publication. Must be an experienced trade paper solicitor with agency contact and a good record as a producer. Exceptional opportunity. State exp. fully, age and compensation expected. Box 721, P. I.

ARTIST WANTED

Large Southern agency wants all-round commercial artist. Must be creative, have ability to make good layouts, and do figures. Exceptional opportunity for right man. Send specimens of work and state salary expected. Box 714, P. I.

ADVERTISING MANAGER—Large corporation needs advertising manager for one of its divisions. Above all, must have imagination and initiative. Experience in direct mail copy writing essential and experience in personal selling desirable. Salary to start \$4,000-\$5,000. Give complete details and send samples of work. Box 724, Printers' Ink.

MAGAZINE REPRESENTATIVE

A well-known monthly periodical with main offices in a large Eastern city requires the services of a young woman of exceptional ability to represent it generally for advertising and sales in New York City. The remuneration is both salary and commission, only part time being required. Experience and an established business address in New York City preferred. References and full details regarding character and ability essential. All answers treated confidentially. Box 697, Printers' Ink.

DIRECT MAIL ASSISTANT

A Mid-West manufacturer (near Chicago) has opening for a young man who can handle all details in the preparation and production of direct mail literature. Must be able to make layout, write copy, and follow printing to completion. Fine opportunity for right man. Salary commensurate with ability. Give age, experience and salary required. Box 700, Printers' Ink.

Accurate, dependable and willing young lady, Gentle and high school graduate, as stenographer and office assistant by a reputable publishing organization. State experience in full and salary expected. Box 705, Printers' Ink.

ADVERTISING MANAGER

An unusual opportunity presents itself in the Advertising Department of a toilet goods manufacturer—one of the biggest national advertisers. Applications are solicited from men not over thirty years of age who have been or are now in the advertising departments of manufacturers of kindred line or in an agency. In your letter please state fully all particulars and salary required. Box 725, P. I.

AGENCY

has opening for

ACCOUNT EXECUTIVE

—who has demonstrated his ability to get and hold desirable accounts that make profits for himself and the agency, —a man probably between 30 and 40, preferably college graduate, who can take his place in an aggressive, growing, recognized organization which will give full co-operation. A small investment would be desirable. Write in confidence to Box 699, Printers' Ink.

Unusual Opening for Two Salesmen

A fairly large old Philadelphia paint, varnish and lacquer manufacturer wants two salesmen of the highest type. Men who are not only good personal salesmen but who are first of all good business men and have ability to develop into executive positions. This manufacturer will soon want to retire and feels the need of surrounding himself with men whose training and ability will enable them to assist in carrying on this old and valuable business. The men wanted are only those with proven ability and those well acquainted among the Dealer trade. We want men with vision who understand the problems of the Dealers and can HELP them make more money on their paint and varnish business. To such men will be given every possible co-operation. They will be backed by a strong Advertising Agency and an entirely NEW merchandising plan that includes an unusual large allowance for LOCAL advertising. New Lithographed labels and Packages, analysis on every can. Guarantee of satisfaction or money refunded printed on every can. The two men we select will be paid a good salary and expenses and a very liberal commission besides. Many men will answer this advertisement, but only two can be selected, so only those replies giving full details of your record and qualifications can be considered. State age, religion, past and present employment, married or single, education and training. This will be treated in strict confidence. No investigation will be made of any kind without your permission. All of our salesmen have seen this advertisement. Address Box 704, care of Printers' Ink.

ADVERTISING EXECUTIVE

A young man—qualified—willing and anxious to attend to all matters attached to placing fifty thousand dollars annually of mail order copy—will find congenial employment with a live firm doing a rapidly increasing business in a small thriving city in Ohio. Make first letter complete with picture. Address Box 696, Printers' Ink.

A New England Manufacturer of nationally advertised products requires the services of a man capable of planning and supervising intelligently production of sales promotion literature, such as booklets, folders and broadsides. He must have a practical knowledge of printing, engraving, paper, etc. To such a man an opportunity is offered in our advertising department. State age, experience, salary expected. Box 695, Printers' Ink.

O. A. Hale and Company, San Jose, Calif., require the services of a promotional manager, a young man under the age of thirty-five who knows the value of legitimate truthful advertising as applied to modern merchandising methods. Party must have had some training in a live mercantile establishment and must know store life. Position is not a mere copy writer's job, but an opening for a real business man who possesses the "Trading Spirit" and inclination as well, above all he must know how to handle himself and others and he must be adaptable to the needs of this business. If you possess all these qualifications write us giving necessary details to justify a personal interview. No attention given to mere name and address. Applicant's compensation is an open question, it will depend entirely upon the man. Place must be filled by July first.

POSITIONS WANTED

YOUNG MAN—15 years' experience as supervisor of mail and dealer campaigns, imprint work and distribution of advertising materials seeks connection with progressive firm. Box 718, P. I.

ARTIST

Pen and ink figure illustrator with 10 years' agency and studio experience in Chicago and West. Would like immediate N. Y. position. Part time acceptable if steady. Box 692, P. I.

An Advertising Manager A Sales Manager A Publicity Man

Now employed as District Advertising Manager of one of largest automobile manufacturers. Handling annual advertising appropriation of \$200,000, and sales activities of 260 dealers. A specialist in publicity. Young—Married—Pleasing Personality—Progressive. Address Box 701, Printers' Ink.

ART DIRECTOR—Experienced agency, studio, and free lance. New York, Chicago. Exceptional layouts and ideas. Wants agency opening in N. Y., part or full time. Box 712, Printers' Ink.

YOUNG ADVERTISING MAN

University trained. Experienced at copy writing, layout and art work. Clean-cut and capable. Now in N. Y. State time for interview. Box 708, P. I.

ARTIST

desires position doing general art work, lettering, layout, experienced. Address Box 702, Printers' Ink.

Require capital trade monthly, fast growing field uncovered. Estimate \$60,000—\$100,000 advertising revenue first year. Principals experienced in publishing. Consider only offers from responsible publishing houses or persons. Box 722, P. I.

ART DIRECTOR

A young man, and a capable one, with agency exp. and practical knowledge of engraving problems, now employed, wants a position where his originality and ability may be demonstrated and properly rewarded. Box 710, P. I.

What Have You for a man 24? University graduate, training and publication and commercial experience in advertising, marketing and merchandising, sales research and statistics. Knows copy, layouts, media, etc. Address Box 602, Printers' Ink, 719 Chicago Office.

Can You Use A

College graduate, seven years' experience advertising mail order, retail, manufacturing businesses? Copy writer, layout, production man, magazine, newspaper advertising. Best references; samples; available immediately. Box 706, P. I.

MAIL ORDER

GENERAL ADVERTISING DIRECT MAIL

EXCEPTIONAL LAYOUT MAN

been responsible for prominent accounts spending half to a million yearly; formerly with three big New York agencies; go anywhere. Box 715, P. I.

Publicity Man

desires change. Editor of three house-organs; writer of magazine and newspaper articles; copy, layout, dealer-helps and research experience; college graduate; at present in charge of publicity department of large corporation. Box 713, P. I.

ADVERTISING AGENCY

Production Manager and Contact Man

Available immediately for Agency or Advertiser. Thoroughly experienced in purchasing art work, engraving and producing fine printing. Twenty-seven years old, single, ten years in advertising. Box No. 716, P. I.

COPY WRITER

Junior Account Executive; seven years' agency experience. Age 31. Single. Convincing samples work and strong recommendations. Go anywhere. Box 717, P. I.

N. Y. ADV. WRITER

Ten years copy chief big agencies, and adv. and sales promotion manager. Box 720, Printers' Ink.

Assistant Advertising Manager

Young man, 26 years old, married, eight years in advertising work, experienced on writing and laying-out dealer-help and sales promotional advertising material. Thorough knowledge of Type, Paper, Printing, Engravings and Art. A capable and helpful assistant to busy advertising executive. Box 707, Printers' Ink.

VISUALIZER AND PRODUCTION MAN

Creative and executive ability. Agency, studio and printing experience. Practical and effective typographer. Box 711, Printers' Ink.

ADVERTISING MAN

Long experience on dailies, weeklies, house organs, etc., desires connection where knowledge of all branches of printing, engraving, designing, layouts and vital service contact with clients will be appreciated. Have special knowledge of insurance, chain store and machinery lines. If loyalty, ideas and industry count let me hear from you. Address Box 698, Printers' Ink.

Printed Salesmanship

is my life-work. American, 23, college educated, good knowledge English, French, Spanish. At present with Paris agency class American magazine. Wish position with progressive U. S. agency. Reasonable offer accepted. I like statistics and writing copy or letters. Can you use earnest worker? Write—DESNOUEE, c/o American Consulate General, Paris, France.

SECRETARY

Competent young woman (25), thoroughly familiar with advertising operation, desires position as assistant to agency executive or advertising manager. Eight years' experience. Expert stenographer with ability to handle all advertising records and other details neatly and accurately. Thoroughly experienced in the preparation of schedules, ordering of space, billing and checking; also thorough knowledge of bookkeeping. Employed at present. Salary \$40.

Box 723, Printers' Ink

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OUR Principal Clients

ARE:

Armour and Company

Doña Castile—Luxor Toiletries

*Fansteel Products
Company*

Balkite Radio Power Units

Alfred Decker & Cohn

Society Brand Clothes



The JOHN H. DUNHAM Company

Advertising

TRIBUNE TOWER

CHICAGO

Women's Clothing Advertisers use more space in The Tribune than in all other Chicago newspapers combined

THE women's clothing merchants of Chicago last year placed more advertising in The Chicago Tribune than in all other Chicago newspapers combined! The Tribune carried 1,102,322 lines of women's wear advertising, or 50.2 per cent of the total carried by all Chicago papers. The Daily Tribune in its six week-day issues alone carried 62.2 per cent more advertising than its nearest competitor, The Daily News. The Sunday Tribune one day a week carried 16.5 per cent more advertising than the News six days a week.

Year after year the leading women's wear merchants of Chicago have used The Tribune, often

exclusively, to develop a clientele of buyers who demand good clothes and who have the money to back up their demands. Charles A. Stevens & Brother's store for women is an example. This store, the largest in the world catering exclusively to women, has for many years placed more advertising in The Tribune than in all the other Chicago papers combined. Last year The Tribune carried 413,331 lines while the five other papers carried 120,061 lines of Charles A. Stevens advertising.

Chicago women's clothing advertisers show by the disposition of their advertising that they place a greater value upon The Chicago Tribune than upon all the other Chicago papers combined.

Women's Clothing Advertising Lineage Carried by Chicago Newspapers in 1925

Newspaper	Daily	Sunday	Total
The Chicago Tribune	641,595	460,727	1,102,322
The Daily News	395,411	395,411
American	337,091	337,091
Herald Examiner.....	41,661	243,976	285,637
Post	54,656	54,656
Journal	19,875	19,875

THE TRIBUNE'S outstanding leadership in this important classification can mean but one thing to manufacturers intent on selling to Chicago women—that The Tribune is the one medium they must use if they are to successfully develop the Chicago Territory.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Grow with The Tribune in 1926

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